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# NBC Transmitter

*Devoted to the Interests of NBC and Its Affiliated Stations*

## NBC 1944-45

## PARADE OF STARS



NBC executives confer on gigantic all-year promotion at Chicago display. Left to right: James M. Gaines, assistant advertising-promotion director; Niles Trammell, president; Charles P. Hammond, director of advertising-promotion, and Frank E. Mullen, vice-president and general manager.

### IN THIS ISSUE

*Kilocycle Weatherman*

• *Covering the Election*



VOL. 10 OCTOBER, 1944 No. 1

## NBC Transmitter



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### HAPPY RETURNS

Not without some nostalgic fondness for bygone days—a sure sign of advancing age—this writer remembers Presidential elections before radio came into its own.

We remember standing opposite a newspaper office on Election Night in 1912 with scarcely room to breathe in the milling crowd. A revolving rag sign slowly and painfully brought the returns.

Enterprising newspapers devised schemes to give the final results. Green rockets meant the election of Woodrow Wilson, red rockets that William Howard Taft was reelected and white rockets that Theodore Roosevelt had smashed precedent and would serve a third term.

On Election Night, 1944, listeners from coast to coast will sit before their radios—in the comfort of their homes—to receive the most comprehensive Presidential returns ever attempted on the air.

As detailed in the story in this issue of *The Transmitter*, NBC, on November 7, will go “all-out” to give the nation speedy, accurate returns. The network will remain on the air until the Presidential race is definitely decided.

Radio City's huge Studio 8-H will be the nerve center of the complete coverage. Giant charts will be kept up to-the-minute by all leading wire services so that commentators can have the very latest figures before them.

NBC's ace news voices have been assigned special election coverage tasks to assure the expert flow and interpretation of returns as they come in. Sidelights to the actual ballot count will also be covered, special men being assigned to the major parties' candidates on Election Night.

The continuity of broadcasting the returns will not prevent the voices of usual Tuesday night favorites being heard. However, the entertainers will be woven directly into the broadcasts, their appearances being keyed to the Election Night coverage.

## MOVIES, RADIO AND NEWSPAPERS BACK UP STAR PARADE'S BANDBOX CAMPAIGN

CHICAGO.—Motion picture trailers in nearly 1,000 houses plus a basic hard-hitting newspaper campaign in station cities are features of NBC's third annual Parade of Stars campaign for 1944-45.

Plans for the promotion were outlined to NBC station representatives at the NAB conference in Chicago by Niles Trammell, president; William S. Hedges, vice-president in charge of stations, and Charles P. Hammond, director of advertising and promotion.

Much more comprehensive in scope than anything the company has done before to promote its annual star parade, the campaign is based on successful formulas developed during the last two years, plus a mass of suggestions from station management, plus the ingenuity of Hammond and his associates.

Use of motion picture trailers on a mass scale is an entirely new venture in radio advertising promotion. The trailers are composed of scenes taken from motion picture productions in which top NBC name talent has appeared, and the campaign is keyed to run these promotional trailers in a minimum of 117 NBC affiliated station cities.

There will be one new trailer a week over a period of four weeks starting in mid-October, playing before a minimum

estimated audience of 30,000,000 persons. This portion of the campaign will be entirely underwritten by NBC, but it is expected that additional showings will be undertaken by affiliated stations in their coverage areas.

This year's NBC-financed newspaper advertising campaign will be extended over the last quarter of 1944 as compared with the two-week campaign undertaken last season. The company-financed portion of this campaign will be confined to daily newspapers in NBC managed and operated station cities and production points to reach a circulation of 20,000,000 persons. As in case of the motion picture trailers, extensive advertising also will be undertaken by the affiliated stations.

Also for the first time, NBC presented several network programs as a direct aid to the campaign this season. The broadcasts featured top NBC talent from daytime and nighttime schedules with pickups from all the principal production centers of the network.

The Parade of Stars Bandbox, a collection of promotion material covering every commercial program on the network, followed by material covering public service and sustaining features, has been sent to all NBC affiliates for local use. This was described in last month's *Transmitter*.

### Football Sponsored on FM

MILWAUKEE, WIS.—So far as is known, WMFM, Milwaukee, will be the first FM station to broadcast a complete season of play-by-play football.

The Wadham's Oil Company, for 16 consecutive years the sponsor of play-by-play broadcasts of University of Wisconsin and Green Bay Packer games on WTMJ, recognizing the increased importance of FM, this year added WMFM to its schedule.

Russ Winnie, veteran WTMJ sportscaster, will start his 16th consecutive season broadcasting Wisconsin and Packer games for Wadham's on WTMJ, and launch his first season broadcasting the same games on WMFM.

### Jobs for Institute “Grads”

CHICAGO.—More than 50 per cent of the student body available for employment on completion of the third annual NBC-Northwestern University Summer Radio Institute has been absorbed by the industry less than two weeks after the close of the session, according to Judith Waller, co-director of the institute and public service director for the NBC Central division. Offers of jobs were still coming in from radio stations all over the country as *The Transmitter* went to press.

Of the 110 enrolled in the 1944 institute, 40 signified their intention of accepting employment at the close of the six-week course. Twenty-three definite placements were announced.



# KILOCYCLE WEATHERMAN

## KFI Pioneers in Forecasts with Agricultural Interpretations; Charts Distributed

LOS ANGELES.—For probably the first time weather forecasts with agricultural interpretations are being made successfully. And Station KFI is playing an important part in this public service.

It's a three-way cooperative job. The United States Weather Bureau staff at Burbank makes the temperature and trend forecasts—and with surprising accuracy it may be said. The weather facts are interpreted in the light of agricultural use or crop-hazard by members of the Los Angeles County staff of the Agricultural Extension Service. Then this information is relayed to Station KFI for broadcast by the Noon Farm Reporter.

During the season when frost is a hazard a preliminary forecast is given at noon, and then a close-up of what may be expected is given at eight o'clock by Floyd D. Young. It's a service highly valued by citrus, avocado, truck crop and other agricultural industries of the southland.

With the development of agricultural interpretations along with weather forecasts it is necessary to simplify terms so that all may understand. It seemed desirable to make a chart of south California to show the areas that have generally similar climatic conditions. After much study and consultation with many persons a system of arbitrary zones was established. Since the only thing sure about the weather is that it is going to change, it is obvious that a line dividing two zones would change from day to day. However, zone lines were established on the basis of the most frequent location.

A weather and temperature chart, a deluxe job in four colors, was especially designed. The chart locates the fruit-frost districts of Southern California, provides record forms and tabulated information. The device enables growers to visualize the districts instantly as they are named on KFI's nightly frost reports. There's a form for keeping a permanent record of each night's forecast. Space is provided for listing two frost stations. Also there is space for recording the 12 o'clock noon "preliminary lowest temperature estimate" which is simple to fill in.

By study of the chart, and recording the up-to-the-hour data received through KFI the grower receives a visual picture of the



*DOING SOMETHING ABOUT THE WEATHER*—William B. Ryan, general manager of KFI, and Nelson McIninch, the station's "Noon Farm Reporter," recently played host to agricultural leaders for the purpose of discussing the KFI weather and temperature chart which enables growers to better interpret summer agricultural weather forecasts and maintain a record of winter frost estimates. Pictured are: (left to right, seated) Marshall G. Richardson, prominent Southern California poultryman and a member of the State Poultry Improvement Commission; Floyd D. Young, regional director, United States Weather Bureau; Paul S. Armstrong, general manager of the California Fruit Growers Exchange, and William B. Ryan. (Standing): Carlyle Thorpe, general manager of the California Walnut Growers Association; Clarence V. Castle, Los Angeles County Farm Advisor, and KFI's Nelson McIninch.

weather conditions predicted for his own and nearby areas and the general weather prediction for the entire section. The climate zones enable growers to standardize terms and areas mentioned in the noon weather forecasts and organize their work accordingly.

Value of the temperature forecast information is evident to practically all farm crop producers. Growers of citrus, avocados, walnuts and other tree crops—if the temperature is to be increasingly hot and dry—may need to change their irrigation plans. On the other hand, if severe frosts are indicated, growers of frost-tender crops will have warning to get their heaters and crews in readiness.

Should indications point to hot weather, poultry, turkey and rabbit growers will take precautions to provide shade and an ample water supply. Truck crop growers

on the prediction of a hot-dry period will make sure that their crops have plenty of water. If freezing temperatures or rain are forecast management plans will be changed accordingly.

Sometimes an unexpected period of very hot weather will come along and accelerate the rate of ripening of fruit and vegetable crops and then it is necessary to get picking and packing operations under way several days earlier than planned. On the other hand cool weather will delay operations.

Armed with the facts—knowing how the weather is expected to behave—the farmer—fruit grower—poultryman—dairyman—vegetable gardener—commercial flower grower can do something about the weather. KFI believes that supplying all farmers with weather facts day-by-day is a very much worth-while public service.



## RETAILERS RALLY 'ROUND RADIO



*Crowd gathers in front of Root Store to hear the "News Reporter" featuring Ferrall Rippetoe.*

TERRE HAUTE, IND.—Following the trend of other advertisers in using radio, the three department stores of Terre Haute have signed with WBOW for 15-minute programs. All are of an entirely different nature.

The first store to contract for a program was Herz. They have not only taken a full year's contract for "Calling All Girls", but have also opened a special department for teen-agers as a direct tie-in.

Quite unusual in nature for this city is the program carried by the Root Store. Called "News Reporter", it features Ferrall Rippetoe, who broadcasts the news six days a week at four in the afternoon. The unusual feature is that the broadcasts are made from a display window of the

Root Store. In the window there is the AP news machine and from time to time throughout the day, news spots are posted to attract passersby. Rippetoe also is news announcer for Champagne Velvet and is assistant manager and local sales manager of WBOW. The third program, which started in September, is sponsored by the Meis Store. A direct tie-in with "Parents Magazine on the Air" appeals to young mothers.

A specialty shop in Terre Haute has also gone over to radio in a big way. Joseph's, The Man's Store, has opened a department for boys. To further sales in this department it is now sponsoring the program, "This is Magic." And it's winning just the right sort of audiences.

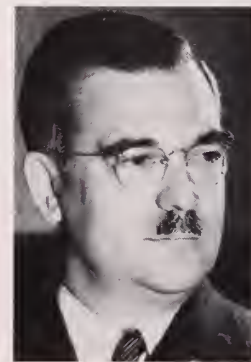
## Dr. Frigon Named General Manager of Canadian Network

MONTREAL, CANADA. — Dr. Augustin Frigon has been appointed to the position of general manager of the Canadian Broadcasting Corporation. He has been active in Canadian radio circles since the earliest days of the CBC and it is felt that his new position is recognition of his knowledge and understanding of the unique problems of Canada's nationally-owned radio.

Other appointments in the CBC announced by War Services Minister LaFleche were those of Donald Manson, chief executive assistant, to the post of

assistant general manager and of Ernest Bushnell, general supervisor of programs, as director general of production.

Dr. Frigon's promotion hardly comes as a surprise to his associates. Since the position of general manager for the



*Dr. Augustin Frigon*

CBC was vacated last November — when Dr. James Thomson resigned to return to his position as president of the University of Saskatchewan—Dr. Frigon has served as acting general manager.

Augustin Frigon was born in Montreal and received his education there and at the Massachusetts Institute of Technology in Boston, at l'Ecole Supérieure d'Electricité in Paris and at the Sorbonne. His degrees include Civil Engineer, Electrical Engineer and Doctor of Science.

He was appointed general director of technical studies for the Province of Quebec in 1924 and, the same year, was made president of the Electrical Services Commission of Montreal. In 1928 he was made a member of the Royal Commission on Radio Broadcasting. With the CBC since its earliest days, Dr. Frigon was appointed assistant general manager of that body in 1936.

He is a member of the American Institute of Electrical Engineers, the Société Française des Electriciens and the Royal Society of Arts and Manufactures of London. He has two children, Raymond and Marguerite, and lives in Montreal.

## Echo Chamber 16 Stories High Utilized by WTAM

CLEVELAND. — NBC Station WTAM boasts what is believed to be the largest "musical echo chamber" in the world. It's six feet square and 16-stories high.

Engineer-in-Charge S. E. Leonard, discovered an unused ventilating shaft in the NBC building which could be sealed off completely. With the assistance of Music Director Lee Gordon, Leonard converted the shaft into an unusual echo chamber that emphasizes musical quality and makes an ordinary pipe organ sound like a cathedral instrument.

A high quality program speaker was placed at the top of the 200-foot shaft and a drop microphone at the bottom to catch different modes of reflection. The chamber sets up automatically from any studio.

## Denver, Cleveland and N. Y. Pool Clergy Transcriptions

NEW YORK. — Morning and evening prayers that open and close the broadcast day of Station WEAf will be expanded in scope, it was announced by Dr. Max Jordan, NBC director of religious broadcasts. Starting on October 18, WEAf will broadcast prayers offered by clergymen in the Denver area, and later by clergymen in and near Cleveland.

When daily prayers were instituted on WEAf July 4, Stations KOA in Denver and WTAM in Cleveland also started the same practice. Recordings of local prayers are to be exchanged by the stations.

The first offering on WEAf will be the Right Reverend Fred Ingle, Episcopal Bishop of Colorado. Various denominations will participate in the programs.



## Show Folk Now in Uniform Take Part in WAC Series

BOSTON.—Several GIs, who prior to entering service were well known in radio and stage circles, are now actively identified with the WAC's half-hour "Everything for the Girls" series over WBZ and WBZA on Saturday afternoons.

Leading the various service dance bands which have been featured in the series have been: Staff Sergeant Ralph Wingert, former arranger for Horace Heidt and Sammy Kaye; Staff Sergeant Kelly Camarotta, brother of Bandleader Carmen Camarotta; and Sergeant Lyn Lucas, brother of Bandleader Clyde Lucas.

Others who have faced the WBZ-WBZA microphone in the WAC programs include: Lieutenant Jackie Searle, former Hollywood screen star; Corporal Bob Neller, once ventriloquist at the Rainbow Room; Sergeant Bob Kaplan, who worked with Lyn Murray, and Frankie Fontaine, erstwhile of the night club circuits.

"Everything for the Girls" has been fortunate in obtaining personal appearances by many celebrities, among them being: Edgar Bergen and Charlie McCarthy, Walter O'Keefe and Victor Borge.

## TONGUE-TWISTER

NASHVILLE, TENN. — Louie Buck, veteran WSM newscaster, came out of the studio the other day with his tongue hanging out.

Reason: News Editor Howard Eskridge slipped the following item off the Associated Press wire into his copy and Buck stumbled into it before he realized what a hot potato he had:

"WASHINGTON. — Edward Keliiahonui, son of Kapiolani Kawananoa and grandson of Princess Abigail and the late Prince David Kawananoa, was today appointed to West Point by Delegate Farrington of Hawaii.

"Kawananoa is the great grandnephew of King Kalakaua and Queen Kapiolani of Hawaii and the grandnephew of Prince Kalaniana'ole, delegate to Congress from Hawaii for 20 years. He is now in the Army Air Forces."

Try this out on your new announcers!

## NBC Book, "The Fourth Chime," Honors Newsmen Behind Network's News Scoops

NEW YORK.—Radio's impressive role in collecting and distributing news reports from world capitals and war theatres as the stream of bulletins passed through NBC's news room from 1931 to the invasion of the Normandy coast on June 6, 1944, is the theme of "The Fourth Chime," a bound volume of 176 pages published in a limited edition by the NBC promotion department under the supervision of Charles P. Hammond, director of advertising and promotion.



Charles P. Hammond

The book takes its title from the confidential "alert," a fourth note added to the familiar three-chime NBC signature, which NBC sounds on the air to summon to their posts all news, operating and executive personnel responsible for broadcasting news. Sounded only in time of great emergency, or when news is of such import as to demand extra-intensive coverage, the fourth chime was first heard in 1937, the afternoon the giant dirigible Hindenburg came to disaster at Lakehurst. Most recently it sounded during the early morning hours of D-Day. In all probability it will be heard next when it heralds the report of German capitulation.

Although told in terms of the service of this one radio news room, "The Fourth Chime" is as well the story of all free American radio operating in the public interest. Pitched against the background of the breathtaking events of the past 14 years, it recounts in dramatic pictures and terse explanatory text, radio's outstanding role in the collection and distribution of global news during the past 13 years.

"The Fourth Chime" opens with an explanation of the operations of the NBC news room, the room in Radio City whose "door is never locked, not even closed." From that point on to the final chapter, the pages present a fast moving pictorial record of the kaleidoscopic events that

brought this country into the war and drew its trained men into the legions that swarmed ashore on the coast of France in early June, 1944.

The chapter on "Prelude to War, 1931-1937," covers the political maneuvering that led up to the showdown in 1938 when Hitler sent his troops blitzing into Austria as Allied statesmen mumbled their "peace at any price" pleas.

It was at Munich in 1938, as "The Fourth Chime" emphasizes, that radio realized its great objective in getting the news whenever and wherever it happens. During the last three weeks of September of that year, for example, NBC broadcast 468 programs from foreign capitals, thereby setting a record in intensive broadcast coverage.

Beginning with scenes taken when the Nazis overran Czechoslovakia in 1938, the combined text and illustrations relate the quickening tempo of political and military moves which led first to Pearl Harbor, then to America's overnight transition from a nation at peace to one determined to give all-out aid toward restoring world amity and finally to the training of millions of men backed up by an industry converted with amazing speed to wartime production.

A section on "Prelude to Victory, January 1-May 31, 1944," covers the turn of the tide, the invasion of Italy by the Allies, the first Yankee landings on the Marshall Islands and the push on to Rome. The long awaited news flash which heralded "D-Day" and kept the entire nation at radio loud speakers until the success of the invasion was assured, provides the fitting climax to the historical record.

"The Fourth Chime" concludes with deserved tributes to each of the NBC news room staff in New York and the two score of reporters who had been carefully trained and spotted throughout both hemispheres to observe developments and report them for network listeners.

In collecting material for "The Fourth Chime," NBC's promotion staff culled the photographic files of domestic and foreign news photo services, the Army, Signal Corps, Navy, and OWI.

# COVERING THE ELECTION

## Comprehensive Presidential Returns on Elaborate Schedule

NEW YORK.—When the 1944 Presidential race reaches its climax at the polls on November 7, NBC will present the most comprehensive program of returns, news and commentary ever offered the public by radio on an Election Day.

The entire operation will be under the supervision of William F. Brooks, director of news and special events, with NBC affiliated stations blending local plans into the overall network picture. Final details are not yet formulated, but the master plan has been set.



With the exception of early flash news, coverage is to begin during the 6 to 8 p.m. (EWT) period. Two regularly scheduled news programs (Lowell Thomas and H. V. Kaltenborn) will be offered to stations not already carrying them. In addition, other programs will stand ready to accept news cut-ins.

At 8 p.m. (EWT) NBC will go "all out" for election return coverage, and will remain on the air throughout the night until the Presidential race has been decided.

Five minutes each hour and half-hour after 8 p.m. have been allocated to the NBC affiliated stations to present local news and election results to their listeners.

The whole evening will be programmed as a unit. Emphasis will be on returns and news, but stars regularly heard on Tuesday nights will be heard in connection with election coverage.

In addition to election results from the three news services (AP, UP, INS), NBC will receive returns from its owned and operated stations by direct wire and telephone.

During the evening there will be a half-hour roundup from eight to ten key election centers around the country, with trained political observers describing local poll contests. NBC crews have been assigned to cover Presidential and Vice-Presidential candidates of the two major parties throughout the tabulation. Na-

tional Democratic and Republican headquarters also will be covered.

On Election Night, NBC's New York and Washington staffs will work together to cover the various contests. H. V. Kaltenborn and Richard Harkness are assigned to the Presidential race; Morgan Beatty to Congressional and Gubernatorial contests of national interest; and John W. Vandercook, Don Hollenbeck and Don Goddard to other of the night's highlights.

In addition, many of NBC's listeners will be able to follow the election trends more closely by means of score sheets which will be distributed by local stations. Returns will be broadcast in a form adapted to the charts.

Studio 8H, the largest broadcasting studio in the world, will be the nerve center of operations for NBC's Election Night operation. All news will be funnelled into this room and entered on giant charts, making it easy for the commentators broadcasting from there to analyze the local and national pictures at a glance.

These are the advance plans for NBC's coverage of the elections. Additions to this program will be announced as scheduled.

## Experts Speak



"Perhaps he should have thrown a curve ball." That's what Billy Southworth (with ball) is telling Grantland Rice, (left) dean of American sports writers, and J. Roy Stockton, St. Louis Post-Dispatch baseball expert and KSD sports commentator. The three experts—plus a fourth, Luke Sewell—were scheduled to broadcast a resume and highlights after each 1944 world series game, all broadcasts sponsored by KSD and The Post-Dispatch. (Story at right).

## "BEHIND SCENES" BALL SERIES A KSD SCOOP

ST. LOUIS.—Behind-the-scenes pictures of the World Series, featuring Billy Southworth, manager of the St. Louis Cardinals; Luke Sewell, manager of the St. Louis Browns, and Sports Authorities J. Roy Stockton, of The St. Louis Post-Dispatch and Radio Station KSD, and Grantland Rice, dean of sports scribes, were an early October NBC feature.

The series of broadcasts, each 15 minutes in length, was to be heard as long as the Cards and the Browns, pennant winners, battled for the world championship.

Rice was assigned to give a summary and analysis of each game. Manager Southworth, whose Cardinals are the first National League club to win three straight pennants in the past 20 years, was to discuss playing strategy, and, whenever feasible, his moundsmen for the next game. Sewell followed the same format.

Stockton, veteran sports writer of The St. Louis Post-Dispatch, sponsor of the broadcasts from its Station KSD, was teamed with Southworth and Sewell in a discussion of the games' highpoints.

These broadcasts, in which two pennant-winning managers were to be brought to a mike after each contest to tell their story of the day's game on a nationwide network and by shortwave to men overseas, were an innovation in radio.

Rice is considered one of the foremost sports authorities and writers in the nation. Stockton, a widely known baseball expert, is past president of the Baseball Writers Association.

NEW YORK.—Bill Stern, NBC Director of Sports, is following a policy of booking football games for broadcast which paid dividends in former years.

He never makes his choice until he has studied the scores over the weekend, thereby enabling him to bring to the mike as many undefeated and untied teams as possible.

However, there are two games he always books long in advance, regardless of season records. He knows the sports world wants to hear them despite seasonal upsets. They are the Notre Dame-Army game at the Yankee Stadium and the Rose Bowl game at Pasadena on January 1.



# STATION MEN AND NBC EXECUTIVES MEET AT NAB CHICAGO CONVENTION



Attending the cocktail party given by NBC the first day of the NAB War Conference were Niles Trammell, NBC president; Frank M. Russell, vice-president in charge at Washington, D. C.; John J. Gillin, Jr., president and general manager of WOF, Omaha, Nebraska, and W. J. Damm, vice-president and general manager of WTMJ, Milwaukee, Wisconsin.



C. L. Menser, NBC's vice-president in charge of programs, gives the highlight of a story to George M. Burbach, general manager of KSD, St. Louis, during the cocktail party at the close of the first day's session of the NAB convention.



Judith Waller, public service director of NBC's Central division, entertains station men of East and Midwest. At left is Paul W. Morency, manager of WTIC, Hartford, Connecticut, Gerald H. Wing, manager of KROC, Rochester, Minnesota, is at right.



Nathan Lord, station manager of WAVE, Louisville, Kentucky, and Harry C. Kopf, vice-president in charge of NBC's Central division, spot a mutual friend following first NAB session.



Stanley E. Hubbard, president and general manager of KSTP, St. Paul, and A. L. Ashby, vice-president and general counsel of NBC, caught by the camera during the NBC cocktail party.





Elmer Peterson, NBC correspondent, meets newspaper editors at a luncheon given by Louise Landis, KPO (San Francisco) press manager, as he arrives to become KPO commentator. From left: Dwight Newton, Larry Smith, Eddie Murphy, Leilia Gillis, Harold Turnblad, Peterson, Fred Walker, Chuck Cooney, Miss Landis and Larry Davis.



W'SAM, Saginaw, Michigan, which originated the first and exclusive broadcast from Owosso, Michigan, home town of Candidate Dewey, immediately following his nomination for President, subsequently covered his return visit (right). Participants in first broadcast—all who knew the New York Governor well—are shown above.



Staff Sergeant George Dvorak, former staff announcer at KFI, Los Angeles, is program supervisor of this GI station in Guadalcanal, one of six in the "Mosquito Network."



Edgar Bergen and his new girl friend, Effie Klinker, admire the photograph of NBC V.P. Sidney N. Strotz on the cover of NBC Transmitter.



Ed Mason (left), d... of W'LV farm (c... worker, ...



Beverly Ward of KOA music rights department turns over some station orchestrations to Corporal Larry Levin of Buckley Field, Colo. KOA has done likewise for many other Army bases.



Mrs. Cathrina Hausman, acting general parachute foreman of Miami Air Depot, is interviewed by Announcer Al Collins during a special Labor Day broadcast over WIOD—one of several holiday highlights.



Four-year-old Arlen WTMJ while under the command of Bob Heiss of "Grenadier"





Governor and Mrs. Olin D. Johnston of South Carolina, and former South Carolina State Senator J. H. Hammond (right) are greeted by Niles Trammell (center), president of NBC, on a recent visit to Radio City. The visitors were televised and were luncheon guests of Ethel B. Smoak of the executive division, a former neighbor.



farm programs at W L W ; Earl Neal, manager and C. A. Bond, Department of Agriculture -front sounds with a wire-recorder.



Bob Rowley, news editor of WSYR, dumps discarded news copy into a paper bin at one of the studios as the station goes all-out in the Syracuse waste paper collection campaign. Studio also sent out a collection truck and a mobile unit to broadcast special interviews.



s Walsh sings over the radio during polio epidemic's "Children's Day" and holds mike.



Governor Leverett Saltonstall of Massachusetts (left) and Dr. Julius E. Warren, State Commissioner of Education, urge war-working youngsters back to school in a WBZ and WBZA broadcast appeal.



Flight Officer Jackie Coogan, former movie star, describes his war experiences as an Army glider pilot in Burma over a KOA mike outside the Denver Post Building.



## KSTP Star Will Visit GI Fans on Overseas USO Tour

MINNEAPOLIS. MINN. — GI Joes from the Aleutians to the South Pacific, from Alaska to Australia—in fact, virtually all over the world where the unique signal of Station KSTP's directional antenna carries his voice nightly—know and love Randy Merriman, glib-tongued, zany master of ceremonies of the station's "Overseas Special" program.

Now, after hearing him for nearly three years on the show aired nightly, some of them are going to get a chance to meet him in person.

Randy reported in New York September 11 in preparation for a six-month overseas tour with a USO entertainment unit. He is the first personality from an independent radio station to be selected by talent scouts for the same kind of entertainment tours made by Bob Hope, Jack Benny and other network radio stars.

Into which theater of operations he'll go, Randy had no way of knowing in advance. He'd like to visit them all, but, failing in that, has expressed a preference for the European front because he hopes "to do a show for the American service men in the Sportspalast in Berlin after they've marched into Germany."

Randy would be the first to object to his being called "master of ceremonies" of the "Overseas Special" program. Because "there's nothing ceremonious about our show," he says.

Because of KSTP's unusual directional antenna set-up which converts the station's 50,000-watt beam into the equivalent of a 135,500-watt signal at night, "Overseas Special" girdles the globe. Randy's mail comes from men on nearly every continent and from ships on virtually all seas.

His program defies description (you have to hear it to appreciate it!) and although he has other talent with him to help entertain the GIs, it is Merriman's personality which has made "Overseas Special" a favorite with service men.

Randy — christened Anson Randolph some 32 years ago in Minneapolis, although nobody has been that formal with him since—started his career as a showman early. He ran away from home three times while he was still going to high school, to go on the road with circuses and carnivals, among them the great Ringling Brothers and Barnum and Bailey



*GI FAVORITE — KSTP's Randy Merriman who will visit men in service overseas who have followed his program "Overseas Special" for nearly three years. His fan mail comes from servicemen in most war zones.*

show. With them he worked mostly as a barker, or, as he prefers to call it, an "outside lecturer."

Randy's wife, Evelyn, and their two children, Susan, 8, and Michael, 2, will remain in Minneapolis until he returns from his overseas tour to resume guidance of the "Overseas Special" program.

He promised to keep in touch with the KSTP show, which will continue in his absence, sending regular reports of his travels to the program. Whenever possible, if recording equipment is available, he'll transcribe interviews with Minnesota and Northwest service men he meets and send them back for broadcast on the show.

## Hedges Tells NAB Session Of NBC's Video Service

CHICAGO.—NBC is prepared to establish a television service as soon as men and materials are available, it was stated August 31 by William S. Hedges, NBC vice-president in charge of stations, in an address before the closing session of the Executives War Conference of the National Association of Broadcasters here.

"We believe that experimentation should continue with the end in view of supplying the public with constantly improved television service," Hedges asserted. "We do not believe in the principle of withholding a practical four-cylinder automobile from the public because a theoretical eight-cylinder engine is about to be developed.

"Television is not just an improvement over something else. It is a new and unique and original medium of communication. It will be a tremendous addition to the social and economic life of the nation."

Hedges envisioned video as a means of opening a new avenue to education and recreation, supplying new employment for millions, and as a vital new arm of distribution. "Television is going to help American industry prime its own pump and keep it pumping," he said.

The NBC v.p. predicted a speedy growth for FM after the war.

## WTTM CELEBRATES NBC AFFILIATION



*A banquet in Trenton, New Jersey, on August 4, marked WTTM's joining NBC. Left to right, facing camera: Frank Wellman, WTTM sales manager; William S. Hedges, NBC vice-president in charge of stations; Morgan Beatty, NBC commentator; Congressman Elmer Wene, WTTM president; Paul Alger, WTTM manager; Jack Barry, of WTTM staff, and Sheldon B. Hickox, Jr., NBC station relations department manager. Two figures at left, not facing camera, are Easton C. Woolley, assistant to Mr. Hedges, and Elmore B. Lyford, of NBC's stations staff.*



## WHAM Video Exhibit Proves Big Success at County Fair

ROCHESTER, N. Y.—WHAM took its television equipment to the Genesee County Fair for a week's showing recently. Demonstrations were given in the Grange Hall and the residents of the surrounding country had their first look at "what's to come." The equipment used was the property of the Stromberg-Carlson Company, owners of WHAM.

A booth approximately 70 feet long and 20 feet deep was employed; the camera and lights were at one end and controls in the center of the display. At the other end, a set, simulating a living room with the receiver in the center, completed the layout. A pictorial display of the history of WHAM surrounded the exhibit.

Approximately 10,000 persons viewed the demonstrations, which were scheduled at regular intervals. People were televised and a general talk on "what to expect" was given by Truman Brizee, promotion director of WHAM.

A questionnaire proved that 95 per cent of the people were viewing television for the first time. Sixty per cent said they'd gladly pay \$200 to \$300 for a set, and the people split their preference of programs between variety shows, public events and orchestra programs. With very few exceptions, everyone said they would have a set when available.

WHAM took the demonstration to the fair at Palmyra, New York, late in September. Requests from other communities continued to come in.

The Rochester station has applied for a television station. In the meanwhile, WHAM is doing its bit promotionally to keep listeners informed on video topics.



**LOOKING-IN**—Ken Gardner, chief technical supervisor of WHAM, at the controls of the television equipment at the Genesee County Fair. (Story above).

## VETS GET HARMONICAS THROUGH WTIC PLEA

HARTFORD, CONN.—Bob Steele, announcer at WTIC, believes that one of the best ways to renew your faith in human nature is to become a radio announcer, get yourself a radio program and "a family of friendly listeners" and then make an appeal for some unfortunate member of that family, or for a service man, or anyone at all who is deserving of assistance.

"I have seen 'the family' stampede to answer my own call so many times that I'm convinced there is absolutely nothing they wouldn't do if it just had to be done," Bob explained. "Although my most recent appeal wasn't what you'd call 'urgent'. I was very anxious to see our listeners make good."

"Our listeners" are the people who tune in "The Morning Watch," a solid hour of music, news, time announcements, and ad lib chatter, every morning but Sunday.

Recently Bob bemoaned the fact that a harmonica was harder to find than a bargain sale on nylons, and he told of a request by an officer at the Avon Convalescent Home for Veterans at Avon, Connecticut. The request was for 35 harmonicas, for 35 veterans of World War II who wanted to learn to play the instruments and form a band, to pass some hours that were threatening to become just a little dreary. These veterans were blind.

In spite of the harmonica shortage and the tendency of those who owned the precious things to cling to them, Steele received 31 harmonicas less than 24 hours



*WTIC's go-getting Bob Steele.*

after the initial plug. The second plug (the very next day) was the last one. WTIC received 92 mouth organs, at least 35 of them expensive chromatics. Not one of the 92 was out of condition. Two were brand new.

The instruments came from bank presidents, a major league ball player, doctors, lawyers, butchers, bakers and the rest. Three harmonicas came from parents of boys missing in action. The parents said they wouldn't think of parting with their sons' harmonicas for any ordinary reasons, but that this one was certainly out of the ordinary. They came from Vermont, Maine, Massachusetts, Connecticut, New York and Pennsylvania.

The extra instruments, incidentally, will be put to use at the Avon institution, since other veterans will be coming along, and they, too, will want harmonicas to help while away the hours that drag.

## NBC N. Y. F-M STATION ON 7-DAY BASIS

NEW YORK.—Using newly assigned call letters WEA-FM, NBC's frequency modulation station in New York began operations Sunday, September 24, on a seven-day-a-week basis.

According to C. L. Menser, NBC vice-president in charge of programs, WEA-FM will transmit network programs only.

The station, located in the Empire State Building, has been operating since 1939 on an experimental basis.

Sponsored programs falling within the period of WEA-FM's operating time will be carried complete with commercials without an added service charge. This dual service plan was proposed earlier

this year in a statement issued by Niles Trammell, NBC president. He said:

"Recognizing that cooperation with advertisers is necessary to ensure a sound economic foundation for frequency modulation, NBC proposes that no additional charge be made to advertisers for the use of companion FM stations during their developmental period. The rate of the standard band stations and the FM stations will be established on the premise that it is a single service, for one charge, until such time as the combined total audience of both standard band and FM stations increases to a point where rate adjustments become desirable."

## 12th Annual H. P. Davis Award Quest Under Way

LOS ANGELES.—Continuing her generous support of the never-ending drive for improved performance in the field of radio announcing, Mrs. H. P. Davis has opened the 12th annual competition for the H. P. Davis National Memorial Announcers' Awards. The contest closes October 15 and all transcriptions must reach Marjory Stewart, Director, Microphone Playhouse, 715 Park View South, Los Angeles 5, not later than that date.

The contest is open to regular staff announcers of all independent stations affiliated with the NBC Network and of NBC owned and operated stations. Stations may submit up to three entrants, using their own system of selection. Entries should consist of one 10-15 minute transcription recorded off the air without the contestant's knowledge and consisting of at least three types of air work.

Each entry must be identified with the contestant's name, station call letters and location, on the label, and accompanied by a recent photograph and brief biography of the contestant, including age, experience and highlight performances.

Well-known radio producers, serving as judges, will base their decisions on personality, diction, voice, versatility and maintenance of a consistently high standard in presentation. There will be a national winner and a group winner from each of these station groups: stations operating on a local frequency channel; those on a regional frequency channel; those on a clear frequency channel and stations owned and/or operated by NBC.

Two contestants in each of the station groups and the national classification will receive honorable mention. The national winner gets the H. P. Davis Announcer's Gold Medal and a cash award of \$300. Still other awards are signet rings and honorable mention certificates.

## NBC Televises Fights

NEW YORK.—Arrangements have been completed by Promoter Mike Jacobs and J. P. Spang, Jr., president of the Gillette Safety Razor Company, with NBC under which all major boxing bouts at Madison Square Garden and the St. Nicholas Arena will be witnessed by wounded servicemen in Army and Navy hospitals, through the medium of television.

## "Y. R. R." GOES TO SOUTH SEAS

NEW YORK.—From the far off New Hebrides came a request for NBC's script, "Your Radio Reporter." As a result, our fighting lads in the South Pacific area serviced by the "Mosquito Network," may soon be hearing the same chatty program that is prepared by the NBC press department for a long list of network stations.

The letter from William F. Reilly, Storekeeper Second Class, U. S. N., addressed to John McKay, press department manager—read, in part:

"From thousands of miles across the all too expansive Pacific, comes a request from the writer, former assistant to NBC's night manager in Chicago, for a subscription to 'Your Radio Reporter.' Having read the offer in the August Transmitter, I feel as though such information would be of great use here both as a means of 'plugging' the network as well as keeping the men and women stationed on this island well informed about their favorite radio stars back home.

"At present my plans are to try and work this script into bi-weekly broadcasts over our Mosquito Network outlet here. If this should fail, I will at least be able to incorporate some of the material into my nightly news broadcast from the island's largest theater."

EDITOR'S NOTE—"Your Radio Reporter," in script form, is available free of charge to all NBC stations for either sustaining or commercial local broadcasting. Sample copies are available by addressing John McKay, Manager, NBC Press Department, RCA Building, New York 20, N. Y.

## 3 NEW NBC U. SERIES LAUNCHED

NEW YORK.—The NBC University of the Air is launching three new public service programs during October. "We Came This Way," "Music in American Cities" and a dramatic series, still untitled. The additions were announced by Sterling Fisher, director of NBC's U. of the Air.

"We Came This Way" started Friday, October 5: it portrays the historical struggles for democracy. The men and women who championed the rights of the common man will be the subjects of the dramas. Starting with the Magna Carta, the series will trace the subsequent victories over oppressors down to the present day.



Sterling Fisher

The broadcast will be augmented by a handbook, written by Helen Hiatt. Morton Wishengrad and Frank Wells will write the scripts.

"Music in American Cities" starts on Thursday, October 12. This is the third year in the series "Music of the New World" presented by the University. It too will be accompanied by a handbook, au-

thored by Gilbert Chase. Chase and Ernest LaPrade jointly prepare the series.

As the series unfolds, it will trace the contributions to American music which had their origins in the population centers of North and South America.

Some of these cities have held their places for centuries as fountainheads of musical activity, others have sprung into prominence in comparatively recent years.

The third of the programs bows in on Saturday, October 14 and will run for 40 weeks. The program will dramatize the great novels of the world.

The series will present 27 novels in the 40-week period, starting with Cervantes' "Don Quixote" and continuing down the years to John Dos Passos' "U.S.A." Whenever necessary, a novel will take more than one broadcast for presentation. Scripts for the programs are being prepared by Morton Wishengrad, Frank Wells and Herbert Gorman.

These new programs of the Fall and Winter follow the conclusion of several outstanding Summer programs of the University of the Air. "The New World Choristers," "Canadian Music in Wartime," "Pursuit of Learning" and "They Call Me Joe" achieved a fine record for music, drama and world affairs forums.



## WKY Brings Mike to Farms As Agriculture Series Starts

OKLAHOMA CITY, OKLA.—WKY has inaugurated a new farm service department. A large banquet that over 700 farmers, teachers, and livestock men attended launched the series.

Inaugural speeches were made by Secretary of Agriculture Claude R. Wickard, Assistant Secretary of Agriculture Grover B. Hill, Governor Kerr, of Oklahoma, and Dr. Henry Bennett, president of Oklahoma A. & M. College.

Edd Lemons the "Farm Reporter" has a different type of farm program. He does no "experting." He knows farmers and cattlemen and understands their problems. So by reporting specific examples he shows farmers how others licked similar tough problems. He broadcasts Monday through Friday.

On Saturdays there is an entirely different format. The mobile unit, production staff and farm department travel to an outstanding agricultural community and hold an on-the-spot broadcast. The "Farm Reporter" pays tribute to some achievement of that county. The first on-the-spot broadcast was from Chandler in Lincoln County. Soil conservation has become a state-wide project in Oklahoma and everyone is vitally interested. But Chandler is the community that has had remarkable success and Lemons interviewed some of the farmers who had begun the county conservation program.

Every county of Oklahoma will be visited—not once—but several times. It is the aim of the WKY "Farm Reporter" to render such service. He believes: "a good farm service department should be a distinct help to the community. It should contribute to the security of life on the farm; to the advancement of the science of farming; to the conservation of the soil resources of the state of Oklahoma; and to proper utilization of its fertility."

The farm service department is a sustaining public service feature of WKY. It is not offered for sale.

In the one month since the inauguration of WKY's "Farm Reporter" program (at the time this issue went to press), this radio feature has set such a fast pace that it has become necessary to augment the station's farm staff. The new addition is Clarence Burch, former County Agent of Cleveland County.



*FARM BROADCAST—Edd Lemons, WKY mikeman, interviews Adrian Legato and Claude Smith on ways their county improved their land. The public service series has won wide attention in Oklahoma farm areas. (Story at left).*

## KTSM, El Paso, Rolls Up 15 Years of Broadcasting

EL PASO, TEX.—Station KTSM celebrated its 15th anniversary on August 26. The celebration began with a dinner-party the previous evening, honoring some 150 local advertisers.

Special programs were presented the following day, beginning with a studio musical feature to which a capacity-audience was invited. At noon the program "Behind the Scenes at KTSM" introduced the various members of the KTSM staff and explained the activity of each station department.

Climax of the day's activities was an anniversary program most of which was originated by NBC in Hollywood. Jennings Pierce, Western division station relations manager, served as m.c. and called upon various NBC department heads to extend their greetings to corresponding department heads of KTSM. The NBC portion of the program was highlighted by a talk by Vice-President Sidney N. Strotz.

KTSM had its birth as a little 100-watt in the basement of a music store. Today the 1,000-watt station occupies three floors of Hotel Paso del Norte and a new modern transmitter-building east of the city.

Of the four members of the staff who put the station on the air, Karl Wyler, manager, and E. L. Gemoets, chief engineer, are still with KTSM. Wyler began as an announcer and also did a singing act called "Karl the Kowhand." Later he became program director, then commercial manager, and in 1933 general manager.

Station KTSM joined the network in January 1938.

## Oldest Continuous Medical Series in 14th WHAM Year

ROCHESTER, N. Y.—The 1944-1945 radio program of the Medical Society of the County of Monroe started Saturday, September 9, over Station WHAM. This is the society's 14th season of broadcasting, and the opening broadcast represented the 552nd in the series.

The society proudly proclaims its programs to be the oldest continuously produced medical broadcast series in the world, and no rival for this honor has challenged its claim. This series goes on the air as "Rochester's Medical Broadcast." Rochester has ranked as one of the leading medical centers of America, and the School of Medicine and Dentistry of the University of Rochester has always been well represented by speakers on the program.

The 1943-1944 broadcasting program of the society was accorded high rank in the microphone world, and the leading medical men of Rochester participated in its program as speakers.

One of its notable features was its special infantile paralysis broadcast, a transcription of which was given President Roosevelt as a birthday gift. This unusual souvenir had enlisted in its production and transmission the efforts of Dr. Walter C. Allen, chairman of the health education committee of the society who wrote the script, and many other noted physicians.

The crowning event of the 1943-1944 season was the new Summer program on child health, a trail-blazing feature so successful that it is expected to become a regular part of the society's broadcasting program. This was a series of 10 broadcasts arranged by the child welfare committee. The series has the endorsement of the child specialists of Rochester, and leading pediatricians participated in the program. Speakers on these Summer broadcasts have been invited to contribute articles on subjects discussed in national health publications.

Round-table discussions will highlight the 1944-1945 series, past experience proving the popularity of the forums.

In an effort to insure the authenticity of information given the public in these broadcasts, the society has a special committee on review, selected from the health education committee.



## Colt Newscaster Saved Is Awarded to Young Listener

NEW YORK.—“Cinderella Colt”, story of the young horse which Don Goddard, WEAF news commentator, saved from a Linden, New Jersey, slaughter-house, was dramatized on WEAF in a special broadcast September 15.

Following the dramatization, Goddard presented the colt and its mare to 13-year-old Barbara Beck of New Canaan, Conn. The presentation was also broadcast.

The colt was born in a freight car en-route from Canada and Goddard spotted the two animals in the corral of the slaughterhouse while he was passing on a train. He made inquiries and learned that both were to be destroyed and used for war materials.

Goddard asked the packing company owner to give the colt and mare to him, to which the owner readily consented. The news commentator then told the story on the air and offered the colt to the one selling the most War Bonds. That person was Barbara Beck, who sold \$107,000 in bonds and stamps.

## FREE SYMPHONY PAPER

NEW YORK.—Advance schedules and detailed program notes of “General Motors Symphony of the Air” broadcasts (NBC, Sunday, 5:00 to 6:00 p.m., EWT) are now available to listeners in Symphony Notes, a publication distributed without charge by the sponsor. The first issue dated October 1 has been mailed to a nationwide list of music educators and leaders of community music club activities. In addition to advance program listings and detailed program information, the four pages of Symphony Notes contain news and feature material on Conductors Arturo Toscanini, Frank Black, Eugene Ormandy and Malcolm Sargent who share directorship of the NBC Symphony Orchestra. Requests for the free publication should be addressed to Symphony Notes, 32nd floor, International Building, Rockefeller Center, New York 20, N. Y.

## WIOD-Miami News Phone Fund For Wounded Vets Launched

MIAMI, FLA.—GI Joe’s morale is getting a real boost in South Florida through the efforts of WIOD and The Miami Daily News. The radio station and the newspaper, affiliated, established a “Heroes Phone Fund” to enable injured soldiers at the Biltmore AAF Regional Station Hospital No. 1 to talk to their mothers, wives or sweethearts.

Listeners and readers are supporting the fund through contributions, which to date have gone well over \$2,000. It is especially set up to help those servicemen who are unable to leave their beds and are deprived the use of public telephones set up in the hall of the hospital. Special booths have been set up for those confined to wheelchairs.

The first of the men to call his mother was a sergeant paralyzed from the hips down after a crash in the Burma-India theater of war. His call to Ashland, Pennsylvania, was paid for by the fund. Before he was connected with his mother all he could say was, “Boy, I’m sure sweating this one out. I’m nervous as the dickens. Hello, Mom!”

Listeners of WIOD were privileged to hear the conversation over the phone from the Miami end. After the broadcast contributions to the fund took a sudden jump. And it’s been growing ever since.

One Army nurse, as she wheeled the injured man back to his ward, said: “This is one of the finest things I ever heard of. The boys have been talking about this ever since they heard about the phone fund. I think it’s the best thing that any ‘homefront soldier’ has ever done.”

South Florida organizations and plants have endorsed the WIOD-Miami Daily News fund by setting up contribution centers. Individuals, from little tots to centenarians, are sending their contributions by mail. Even the servicemen and women stationed in the area are helping to boost the total by regularly contributing to the telephone fund campaign.

WIOD and its staff are justly proud in bringing joy to the men who have given so much for the safety of the country and the world at large. Men on the staff of the station have started their own individual drives to swell the amount on hand so that newcomers may have an opportunity to say “Hello, Mom!”

## WLW WAR NEWS DISPLAY



CINCINNATI. — Local residents are being given reports of the war in the striking window display above which is kept up-to-date through the cooperation of Station WLW, the Cincinnati Gas & Electric Company and The Cincinnati Enquirer.

The display is set up in the prominent downtown windows of the electric company and features two giant maps, each eight by ten feet — one of the European theater of war and the other of the Pacific area. Battle lines are changed twice daily on the maps under the supervision of Major-General J. E. Edmonds, WLW’s military analyst.

Also changed daily are two panels at either side of the maps. One features the first page of each day’s final edition of The Enquirer, surrounded by the latest AP wirephotos from all world fronts. The other is devoted to the latest news bulletins as these are received over a news teletype in the window.

Between the two maps is a montage featuring photographs of Arthur Reilly, General Edmonds, Robert Parker and Jack Beall, WLW’s news analysts, all of whom are regular members of the NBC-WLW “World Front” news discussion program series.



# NBC PRESS IS HOST AT ANNUAL OUTING FOR EDITORS



Jack Alicoate (Radio Daily); George Rosen (Variety) and Frank E. Mullen (NBC) are "boffed" by an after-dinner remark.



Tom O'Neill (PA) and Bill Brooks (NBC) gaze elsewhere but Francis McCall (NBC), center, looks for the birdie.



Barry Faris (INS) watches his opponent tee-off.



Herman Pincus (Radio Daily) corrects the grip of Nick Kenny (N. Y. Mirror).



Tom Kennedy (N. Y. Times) gleefully exhibits the traveling case, his proof of golfing skill.



It's mighty serious business and no holes barred when Bill Hedges (NBC), Tony Pugliese (INS), Sheldon Coons (NBC consultant) and Charles Groomes (Advertising Age) total their scores between 18th and 19th holes.



His off-the-tee form almost won a prize for Clarence L. Menser (NBC).



Bob Stephan (Cleveland Plain Dealer) and Al Brimmer (Tune-In) listen intently as Golfer Joe Wiegers (MacFadden Publications) explains a fine point.





**NBC** believes peacetime will bring television to the American people on a vast scale at an unprecedented rate of development. To assist its affiliated stations in pioneering this greatest of all mediums of mass communication in their own coverage areas, NBC has offered its affiliates' engineers an intensive television course of practical instruction.

Based on 16 years of both experimental and commercial television broadcasting as well as operation of the nation's pioneer station WNBT, New York, the course, scheduled from October 2nd to 27th, 1944, is designed to give

participating engineers the advantages of actual television broadcasting instruction under the best qualified engineering experts in the field.

Thus, when the future expansion of television develops into regional and nation-wide service, trained engineers on the staffs of NBC's affiliated stations will possess the "know how" to make possible the highest standard of service to all the people.

\* \* \*

*This pioneer school represents still another "first" for NBC, "America's Number One Network."*

A Service of Radio Corporation of America

# National Broadcasting Company

America's No. 1 Network



# NBC Transmitter

*Devoted to the Interests of NBC and Its Affiliated Stations*



NBC men participate in NBC-Columbia U. courses. L. to R., standing: Samuel Chotzinoff, director, music division; Ernest La Prade, director, music research, and Dr. F. G. Knopfke, manager, sound effects. Seated: F. A. Wankel, Eastern division engineer, and P. J. Kelly, announcing head.

## IN THIS ISSUE

*NBC Courses Started*

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*Rochester's Radio City*



VOL. 10 NOVEMBER, 1944 No. 2

# NBC Transmitter



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RCA Building, Radio City, N. Y.

## POSTWAR TELEVISION

America needs and expects television as a postwar service and industry. Niles Trammell, NBC president, told the FCC October 26, at its reallocation hearing.

"If television is to be encouraged to expand and develop as an industry without delay after the war, no fear complex should be planted in the public mind with regard to the use of television service," Mr. Trammell said, in part. "Both the industry and the people should be freed from the groundless expectation that television equipment will be made suddenly obsolete by a complete change to new frequencies and standards.

"Such a fear, if aroused, would seriously hamper the establishment of a nationwide television service and a television industry. There is nothing more unrealistic than the idea that broadcasters will expand their services and facilities by the investment of many millions to create a television service, while at the same time people are warned that the receiving equipment they purchase may be made obsolete by the stroke of a pen.

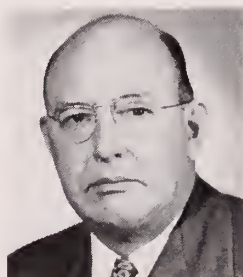
"We do not fear the obsolescence which progress may bring. We foresee no technical revolution by which the industry could be placed in sudden chaos overnight. We know that the American people, with respect to any useful product or service, are willing to pay for the best they can get now and change for the better when something better comes along.

"With a practical television system at hand, with network syndication of program service in prospect, with business support and public interest already demonstrated, the National Broadcasting Company believes that, with the approval of the Commission of the recommendations of the RTPB and your authorization of the necessary frequencies, television can be launched as an immediate postwar nationwide service."

## HEDGES GIVES BAKERS POINTERS ON BUYING ADVANTAGEOUS RADIO TIME

NEW YORK.—Steps that a prospective sponsor should take in selecting program and station that would reach urban audiences most effectively were outlined by William S. Hedges, NBC vice-president in charge of stations, in an address before the Quality Bakers of America in conference at the Waldorf-Astoria Hotel during September.

After analyzing the listening habits of radio set owners and explaining the choice of program formats preferred by different age and sex groups, Hedges summarized the data for the bakery representatives assembled from all sections of the United States.



William S. Hedges.

"When it comes to getting more out of your radio dollar," Hedges said, "pick the station that covers your market—in other words, your area of distribution. You may get perfect satisfaction from a 250-watt station. On the other hand, if you have many branches and a wide area of distribution, you may need the best regional or the best clear channel station serving your community.

"As for time, find out what is available on the various stations. Pick a time, if possible, near a popular network or local program carried by that station. The average number of sets in use varies only slightly from 8 o'clock in the morning until 1 o'clock in the afternoon so the actual time itself is not so important to you as the program you are opposite on another station or next to on the station of your choice. You are perhaps more interested in reaching women and children than you are men. Daytime therefore is the logical spot for you. Not only is it logical because of the predominance of women in your audience—and actually you have practically as many women during the daytime as you have at night—but also your time costs about half.

"If your budgets can possibly stand it, get on a daily schedule at a fixed time.

Remember 43.5 per cent of housewives interviewed believed that a program every day would be more useful to them, and practically the same number expressed their preference for time between 9 a.m. and 12 noon. If that is not available, the next best choice was before 9 a.m. The advice to have a program daily is not only backed up by the preferences of housewives but by successful retail users. It is even more satisfactory to supplement your one program daily with announcements scattered throughout the station schedule.

"Although your proportionate cost for a program of 5, 10 or 15 minutes is much greater than a half-hour or one hour costs you have ample opportunity in shorter program periods to give your commercial message.

"About commercials—make them pleasant to listen to. Make them natural and they will be that much more convincing.

"Don't expect overnight miracles in buying radio time. It is the long pull that counts and it pays off well. We already know that listeners buy more than non-listeners, in some cases almost 4 to 1, and the more they listen the more they buy.

"My advice to you is that even in the case where a powerful station outside of your community may be listened to more on the average than your own local station, that unless your marketing area extends beyond the influence of your local station, you should buy locally because the influence of your own local station, you will find, particularly in the early morning hours, is far greater than the influence of any outside station."

## NBC-ites Aid Blood Bank

NEW YORK—Employees of NBC in New York have donated nearly 11½ pints of blood for each of the 407 NBC men in the armed services, Ernest de la Ossa, director of personnel, announced. This total, de la Ossa said, is being increased each week by the contributions of 10 additional donors. As of September 19, a total of 587 pints of blood had been credited to New York network personnel.



# NBC COURSES STARTED

## Added Classes Formed to Accommodate Unanticipated Huge Registrations at NBC - Columbia U. Project

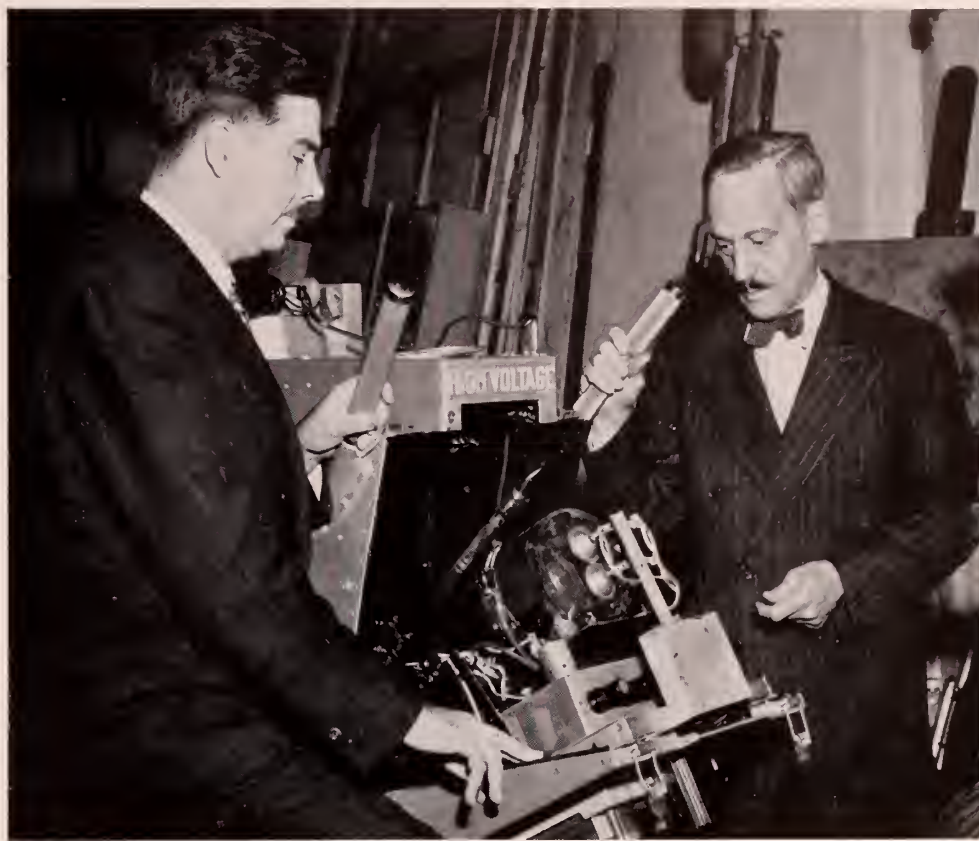
NEW YORK. — Unprecedented is the word Sterling Fisher, director of the NBC University of the Air, uses to describe the interest in and registration for the recently inaugurated courses in radio and television offered by the NBC University of the Air in conjunction with the University Extension of Columbia University.

According to Fisher, the figures recently released by Columbia University on the total inquiries for the courses represent more than triple the amount anticipated. Close to 1,500 requests poured in to the university and NBC offices, from all corners of the United States and from such faraway points as Alaska, New Guinea, Australia, France and Britain. Of the total inquiries and requests for information, nearly 900 actually developed into applications for the individual courses and approximately 330 persons are now enrolled in the nine courses offered during the first semester.

Every one of the 900 prospective students who applied for admission to the courses was personally interviewed by Fisher, or by Dr. Russell Potter, Columbia University representative for the courses, and their respective staffs. Nearly half of the applicants indicated the course in "Television Production Problems" as their first choice, with the other courses about evenly divided.

Fisher estimated that nearly one-fourth of all applications came from servicemen and servicewomen, some of them stationed nearby, many in other sections of the country and a large number overseas. They fell generally into three categories: (1) those who were in the vicinity of New York and sought to enroll; (2) those who asked whether there was anything they could do now to assure their registration in the courses after the war; and (3) those who were interested in correspondence courses now on the various subjects presented in the project.

Among the many requests for applications from servicemen were those who wanted to know if the courses were included in the government's post-war training for veterans. One came from a hard-bitten veteran from the Aleutians, who said that he was interested in the courses because "the war cut short my education."



*RADIO PEDAGOGUES—Sterling Fisher, director of the NBC University of the Air, and Dr. Russell Potter of Columbia University, look into details of an NBC television camera in connection with the new series of courses.*

Said a sailor on board one of America's fighting ships, in a letter requesting application for admission: "My time is rather occupied at present and a personal appearance for application quite impossible." And, indicative of the tone of all servicemen's letters was this from a soldier in the European Theatre: "... I am interested in getting a thorough foundation and understanding of this complex field."

Servicemen are presently enrolled in the courses on a ratio of slightly less than one for every four civilians. A majority of the students, Fisher declared, are women.

The total registration by classes at the time of this writing is: introduction to radio writing, 51; advanced radio writing, 14; speech for the radio, 28; radio announcing, 27; uses of broadcast and television equipment, 29; production of radio drama, 47; advanced production of radio drama, 28; television production problems, 41; and music for radio, 60.

So large has been the registration and attendance at the new courses that two

new instructors have been added to the teaching staff. Hatcher Hughes, assistant professor of English at Columbia University, is now teaching the second section of the course on introductory radio writing, first section of which is instructed by NBC's Morton Wishengrad. Hughes, a well-known playwright, is author of the 1923 Pulitzer Prize play, "Hell Bent for Heaven."

Second new instructor is NBC's Walter McGraw, production director, who teaches the second section of the course on production of radio drama. Frank Papp instructs the first section. McGraw, who joined NBC in January, also is coordinator of the NBC employee group training program.

Students presently registered for the courses represent a wide field of professional and non-professional activity.

There are many teachers enrolled, as well as newspapermen, actors and actresses, engineers and free-lance writers.

*(Continued on page 12)*



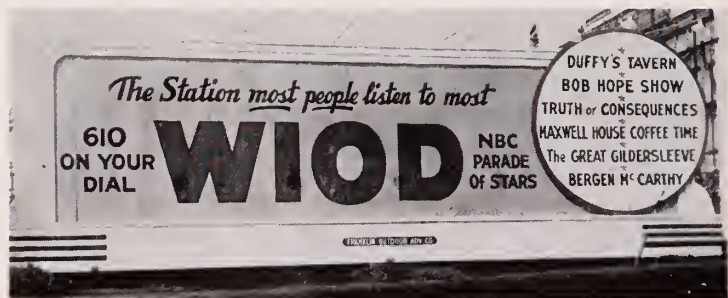
# AFFILIATES THROUGHOUT THE U. S. A. TIE-IN WITH PARADE OF STARS



WSAW, Saginaw, Michigan, used the Parade of Stars as a colorful center of interest in the station's County Fair booth.



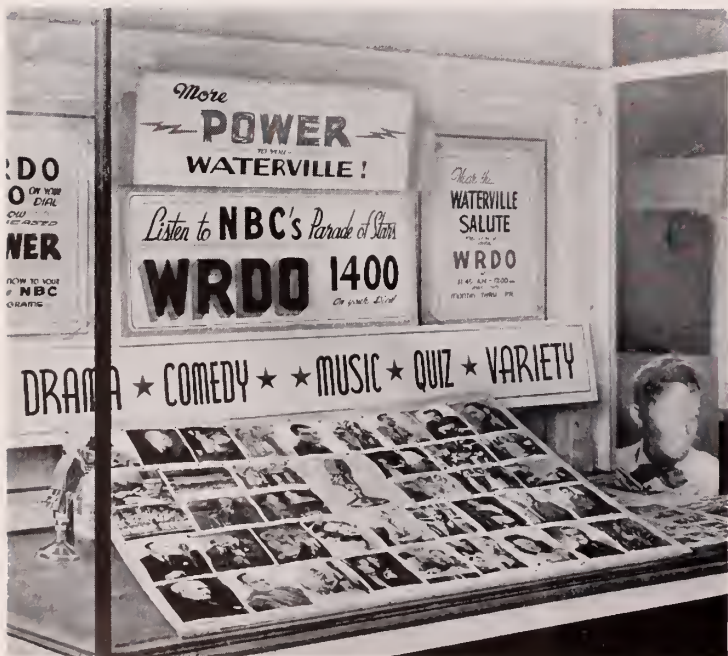
News, newsmen and a news ticker form an action display arranged by WMBG, Richmond, Virginia.



There's little chance that myopic pedestrians will miss the billboard erected by WIOD, Miami, Florida.



NBC's global coverage of the war arena provided WSM, Nashville, a striking Parade of Stars display.



A "Parade" window exhibit salutes WRDO's listeners in the city of Waterville, Maine.



Passersby are stopped by WMBG's simple picture layout of the "greatest stars in radio."



# STATIONS USE MERCHANDISING INGENUITY TO PROMOTE BROADCASTS

NEW YORK.—Reports already on file at Radio City give conclusive proof that NBC's affiliated stations began to make wide and productive use of the 1944-45 Parade of Stars material as soon as the colorful Bandboxes reached their destinations early in September.

Daily since then, additional evidence of usage in the form of special on-the-air programs, photographs of displays, samples of newspaper ads and copies of house organs, has been arriving in mounting volume on the desk of Carl Watson, of the NBC stations department.

During the month of September alone, the only period available for analysis at the time *The Transmitter* went to press, reports from stations reached an impressive volume. In that time, many stations had been heard from. They submitted:

Proofs of hundreds of advertisements which had appeared in a big list of different newspapers.

An impressive total of publicity articles from many papers.

Reports of station breaks promoting and 1-minute announcements mentioning all programs.

Photographs of elaborate window and lobby displays.

Valuable promotion pieces in the form of front-page displays on program folders.

Station house organs devoted entirely or in large part to the Parade of Stars.

Many stations have reported special broadcasts, live and transcribed, of 5 to 30 minutes duration using material assembled from the transcriptions and scripts in the Parade of Stars Bandbox.

The following affiliates have filed copies of their house organs in which substantial space and prominence were given to the Parade: WGBF ("Listen"), WHO ("What Goes on at WHO"), WLW (special drug and grocery editions of "Buy Way"), WMAQ ("The Q from WMAQ"), WBAL ("Business in Baltimore"), WMBG ("Transmitter"), KVOA ("News"), WOW ("News Tower"), and KOB ("On the Air").

Some affiliates lost no time in taking full advantage of the promotion. WSAM, Saginaw, Michigan, adopted the Parade of Stars campaign as the main point of interest in the station's display at the Saginaw County Fair.

(Continued on page 12)



NBC artists in informal poses are pin-up subjects in Omaha as *WOW* joins actively in promoting the 1944-45 Parade of Stars. This eye-catching display was seen by a great number of Nebraskans.



Terre Haute learns about its radio favorites through easels erected by *WBOW*.



KOA, Denver, utilizes space in its elevator to display NBC News Features



## 2 Books by NBC Newsmen Published in November

NEW YORK.—The month of November is notable for the publication of books by crack news commentators on the NBC staff—W. W. Chaplin and Robert St. John.

"The Fifty-Two Days" is the title of Chaplin's book published by Bobbs Merrill Company. St. John's literary effort is called "It's Always Tomorrow," published by Doubleday Doran.

Chaplin's book is the result of his experience in London and France from D-Day "until D plus fifty-one." It traces the day-by-day existence of a war correspondent and includes many anecdotes illustrating the lighter side



W. W. Chaplin

of covering a war. Chaplin dedicates his book to Jig Easy Sugar Queen—or JESQ—the portable transmitter from which he broadcast his 100-odd stories from France. This marks probably the first time in literary history that a book has been dedicated to a two-and-one-half-ton truck.

Robert St. John drew upon his great fund of war reporting experiences to fill his novel with authentic thrills. The story concerns a young war reporter who feels the impact of the thing he is writing about.

Neither St. John nor Chaplin are new to the book-writing field, the former authoring the popular "From the Land of Silent People" in 1942. Chaplin has written three books—"Blood and Ink," "When War Comes" and "Seventy Thousand Miles of War." All were "best sellers."



Robert St. John

## Haas Promoted at KARK

LITTLE ROCK, ARK.—Julian F. Haas is the new commercial manager of Station KARK, succeeding C. K. Beaver who left to assume the assistant general manager-ship of WOAI, San Antonio. Haas, with KARK several years, was most recently head of publicity and promotion.

## St. John London Broadcast Aids Hartford War Fund

HARTFORD, CONN.—A personal appeal from those who "are asked to give so much" to those who are "asked to give so little" was directed October 2 from NBC-London exclusively to residents of the Hartford area in support of the Greater Hartford War Chest Campaign for a total of \$1,300,000.

By short wave from London to New York and then by wire to Stations WTIC and WHTT came a message from Robert St. John, NBC war correspondent and commentator, former Hartford Courant reporter and Trinity College graduate, who had promised to come to Hartford in this cause but was prevented by a sudden assignment to the British capital by NBC. The plea was recorded by WTIC and later broadcast by two other Hartford stations, WDRC and WNBC.

At St. John's side at the microphone table in London were two Hartford boys, both in the Air Force—Sergeant David Devine, gunner on a Liberator, and Domenic Patecky—who told their friends in Hartford how the USO shows in England have brightened up many lonesome hours.

And, as St. John described what the USO and United Seamen's Service were doing for homesick boys in the armed



Two mothers and a wife are shown at WTIC listening to a transcription of a radio plea from the NBC studios in London by Robert St. John in behalf of the Greater Hartford War Chest Campaign in which Hartford men in overseas service participated. Each was given a record. Left to right: Mrs. Domenic Patecky, Mrs. Ernest Lavey, Mrs. Helen Devine and Tom Eaton, news editor of WTIC who presented the discs to the service men's relatives.

forces, the experiences of Jack McCormick and Raymond Lavey, East Hartford boys in the Merchant Marine, were recounted. Mayor Mortensen, at Station WTIC, introduced St. John and stressed the importance of raising \$470,000 for 22 national war relief organizations and funds for 32 local agencies. The USO, United Seamen's Service and other war relief agencies, St. John said, were essential to the fighting men of America.

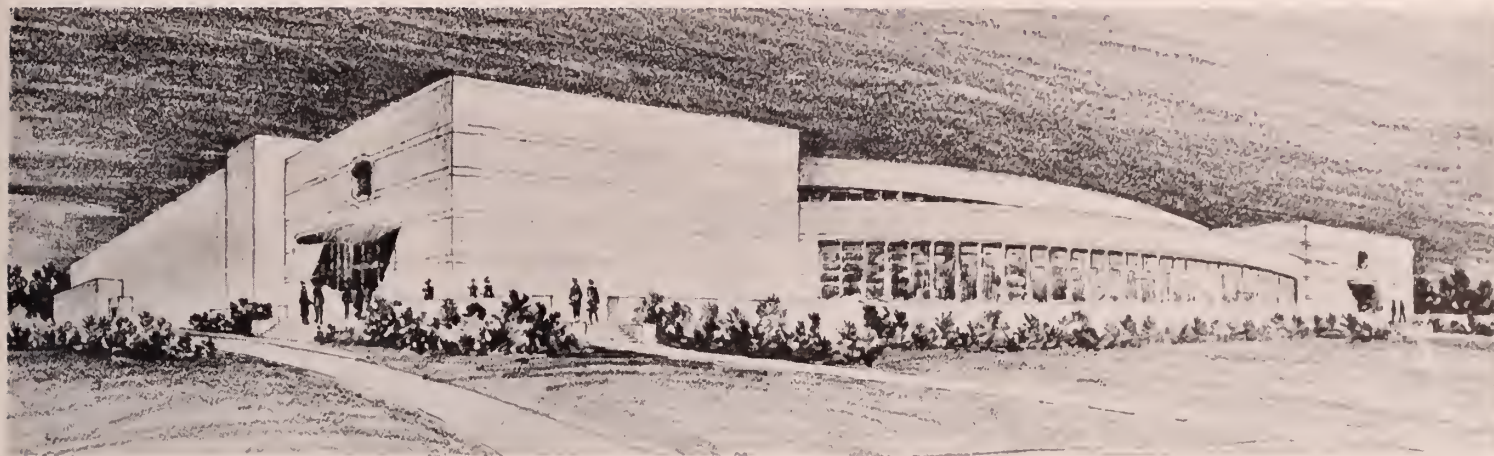
## KDKA CELEBRATES ITS 24th ANNIVERSARY



KDKA, Pittsburgh, is the only station to have broadcast the last seven elections. On November 2, KDKA celebrated the 24th anniversary of the birth of broadcasting. Pictured above is the actual photograph of the first regularly scheduled program—the Harding-Cox election returns of 1920. A Pittsburgh newspaper furnished the returns by telephone and Westinghouse operators in East Pittsburgh relayed them through a microphone.



# STATION WHAM TO BUILD HUGE POSTWAR "RADIO CITY" IN ROCHESTER



*Architects' perspective of the "Radio City" planned for Rochester, New York, by NBC affiliate WHAM. The structure will house a combination of AM, FM and television facilities.*

ROCHESTER, N. Y.—Plans by Stromberg-Carlson Company for the new WHAM, WHFM and television studios have been released by William A. Fay, vice-president in charge of broadcasting. It is planned to begin erection of the building early in the postwar period.

Announcement was made several months ago of the application for a television license by the Stromberg-Carlson Company, and of the plans for a local "Radio City," but no definite plans have been available until now.

The building, a one-story structure, except for the auditorium, will house all three types of broadcasting services—amplitude modulation, frequency modulation and television, including studios for broadcasting these services. There will be five regular studios, a television studio, and an auditorium. The latter, a two-story chamber, will accommodate an audience of 350 and have a stage and other theatrical props. All studios will be suspended with floating floors thus eliminating outside noises. Offices and equipment storage areas fill the balance of space.

The land on which the building and television transmitter will be erected is part of the large tract owned by Stromberg-Carlson bordering on Humboldt Street and Carlson Road, west of the main Stromberg-Carlson plant. There is ample room to expand the planned structure if and when it is necessary. Landscaping for the site will start immediately. Parking space for 164 cars is planned.

Stromberg-Carlson ownership of WHAM dates back to 1927, when studios

were set up in the Sagamore Hotel and 12 people were on the staff. In 1928, WHAM was assigned a clear channel. A big forward step was taken when in 1929 the Rochester Civic Orchestra started its broadcasts to the nation from WHAM. Additional space was needed, so studios in the Eastman School were used for large musical organizations.

In 1933, realizing the need for more reliable radio service to the surrounding area, WHAM applied to the FCC for an increase in power. A 50-kilowatt transmitter was constructed and WHAM's power was increased from 5-kw. to 25-kw. in March of that year and in November the full 50,000 watts were put in use.

Ever mindful of the desire of the radio audiences for better and clearer reception, WHAM erected a new single radiator type of antenna, 450 feet high, in Victor in 1938. Since that time the staff of WHAM has increased many times and additional space in the hotel, now known as the Sheraton, has been taken over to fulfill the expanding demands for modern studios and technical equipment.

Plans for further similar expansion, coupled with the requirements when television gets under way locally will necessitate still larger facilities. The new building is designed to take care of all these presently apparent needs of the station and likewise provide for further future expansion. The very latest in equipment necessary for broadcasting all three services has been ordered and WHAM audiences can be assured of the finest possible programs and reception.

Pointing to the interrelation between good broadcasting and a good receiving set for regular radio reception, FM and television, Lee McCanne, assistant general manager and secretary of Stromberg-Carlson, said that this new radio broadcasting center, with its television studios and FM transmitting equipment right on the company's property, will provide some of the best testing facilities that any radio factory could possibly acquire. McCanne is responsible for maintaining quality standards at the factory.

With closer coordination between factory engineers and station engineers, McCanne also felt that the time required for the development and field-testing of new models and improvement can be substantially reduced.

Stromberg-Carlson V.-P. Fay commented: "The new facilities provided by Rochester's Radio City will serve to assure better programs and higher quality reception for the listeners of standard broadcasting, frequency modulation and television. This new building will be an institution bearing favorable comparison with those of other great broadcasting companies throughout the country."

## NBC Gets Mail Ad Award

NEW YORK.—NBC is one of America's "Fifty-Five Mail Leaders" named by the Direct Mail Advertising Association, Inc., as a result of the association's annual contest, limited this year to mailing pieces which promote the nation's war effort. NBC also took top award in the broadcasting industry.



# MILITARY AND NAVAL THEMES HIGHLIGHTED IN NBC STATION



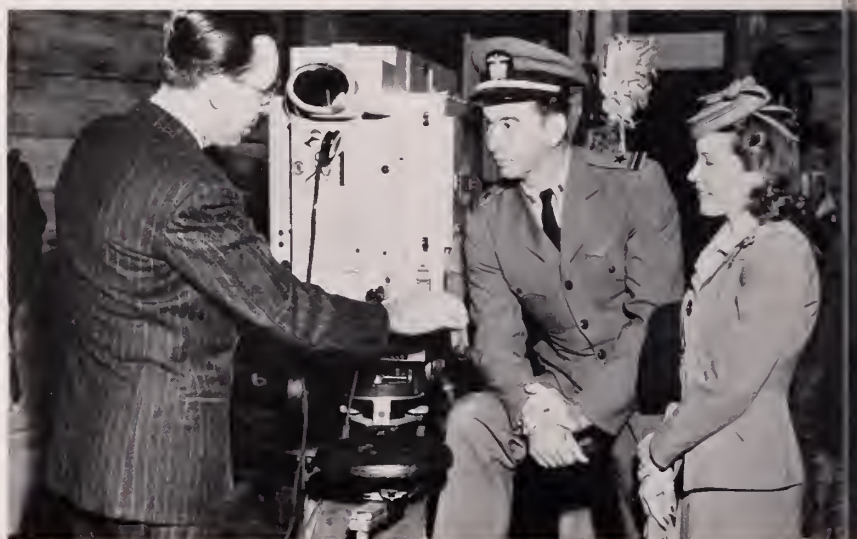
Officers of the Mexican Air Force are interviewed over W'OAI. From left: Martha MacNeel, Lieutenant-Colonel William Lane, Colonel Alberto Vieytez, Doris Daniels, Lieutenant-Colonel Alberto Mercado, Major Luis Medrano, Fraye Gilbert and Major Javier Gomez.



Technical Sergeant William Anderson of the Command's new show, "None But the men at Bushnell General Hospital and direct



Private Ludwig Bielec, of Fort Logan AAF Convalescent Hospital, shows catch to NBC Announcer Ivan Schooley, of KOA, who broadcasts a streamside report.



Columbus Day was lucky for Lieutenant (j.g.) J. E. Sunderman of Dallas, who was clocked in as 5,000,000th visitor on NBC's guided tours. He's shown with Mrs. Sunderman and John T. Williams, NBC manager of television.



Purple Heart heroes guesting on WKY with Julie Benell: (from left) Lieutenant Charles Sorgi, Private Arnold Murdock, Private Lester Szabados, Corporal Leland Grohman and Private Willey Carson.



Robert Owen, chief engineer of KOA (left) is aided mike to a high point in the Colorado Rockies for a spot "The Army Hour." Camp Carson contribution des



# AN ACTIVITIES IN VARIOUS PARTS OF THE UNITED STATES



on the initial program of the Ogden Air Service Heart," over Station KDYL. Show honors fighting in direction of Lieutenant Paul Langford (left).



This 30-voice chorus of WAVES, officers and enlisted men is heard weekly over WSB as a volunteer, leisure-time contribution of its personnel. Ensign Thomas Hilbish directs.



Retailers' cooperation in the Eddie Cantor "gifts for servicemen" campaign is shown in this display in Harvey's, Nashville, including props from WSM.



Sergeant Preston Abbott of Peabody, Mass., now at the Army Air Forces convalescent center in Nashville was the 2,000,000th serviceman to visit the Y.M.C.A.-U.S.O. lounge where he "leads" WSM orchestra with Cissy O'Brien, songster.



Moralee Farmer in taking the parabolic route spot in a recent broadcast of NBC's moving wounded patients in this area.



These pretty WAVES appeared on a local sustaining six-day-a-week program over WRAK (Williamsport, Pa.) in conjunction with WAVE recruitment.



# POWERFUL NEW WLW SHORT WAVE AFFILIATES GO ON AIR IN OHIO

CINCINNATI.—In the pleasant rolling countryside of Southwestern Ohio, about 20 miles from here, there are now nearing completion the world's most powerful short wave radio stations.

These stations are important links in the world-wide short wave system which is being used by the Office of War Information and the Office of Coordinator of Inter-American Affairs in their work. They are vital weapons of psychological warfare, as well as for the dissemination of information and entertainment.

Known as the Bethany Transmitters, there lies behind the closely-guarded, high barbed-wire fence surrounding the square mile of farm land, a great achievement in this nation's efforts to present the facts of the American way of life and the truth about the Allied war activities to those millions of listeners in the many countries now emerging from the darkness of German tyranny.

Aptly designated by the OWI as "The Voice of America," the Bethany Transmitters already are beaming factual news and top American radio entertainment to several European, African and South American countries, and soon will be



*POWERFUL "VOICES"—The attractive new transmitter building near Cincinnati, housing Short Wave Stations WLWR, WLWS and WLWL, believed to be world's most powerful.*

ready to expand this important service to many other areas on these and other continents, over Short Wave Stations WLWL, WLWR and WLWS.

Working in close cooperation with officials of the Office of War Information and other interested government agencies, executives and engineers of Station WLW in Cincinnati developed the plans and directed the construction of the Bethany Transmitters. Innumerable engineering problems were met and solved before the first broadcast went on the air on July 1.

Just one of these problems was that of

amplifier tubes. Top commercial radio stations in this country are rated at 50 kilowatts, but, to do an adequate job of projecting "The Voice of America" across thousands of miles, it was necessary to devise and build amplifiers capable of handling 200 or more kilowatts.

That this and the many other problems were solved is evidenced by the fact that on August 4 one of the six transmitters at Bethany began broadcasting with 100,000 watts of power, stepped up recently to 200,000 watts, and the other five are expected to be in operation on the high-power basis by the end of this year.

Everything at the Bethany Transmitters is on a "super" scale. Housed in an attractive, modernistic building near the center of the mile square tract is the highly complicated transmitter equipment, the master control board, machine shop, where much of the equipment has been built to exacting specifications, and comfortable living quarters for the engineers.

At the rear of the main building is the most complex antenna switch gear yet constructed anywhere. Here, mounted on a forest of 20-foot poles, are 216 switches, which can be manually operated from the ground, to connect any of the six transmitters with any of the antennas atop more than 300 poles, each 165 feet high.

These antennas, hooked up to the transmitters with heavy copper wires, are located in a circle around the transmitter, each beamed to a fixed area overseas.

The world's three most powerful short-wave radio stations—WLWL, WLWR and WLWS—carrying "The Voice of America" to many distant lands, were impressively dedicated September 23.



*DEDICATION—Speakers on the NBC coast-to-coast broadcast dedicating the Bethany Transmitters on September 23, pose with James D. Shouse, vice-president of The Crosley Corporation in charge of broadcasting, who served as host for the Washington ceremonies at the Willard Hotel. Seated, left to right: Clifford J. Durr, member of the FCC, and Robert Sherwood, former director of the Overseas Branch of the OWI. Standing: Shouse; Elmer Davis, director of the Office of War Information, and Nelson Rockefeller, Coordinator of Inter-American Affairs. The Bethany Transmitters, located 20 miles from Cincinnati, were built by the Crosley Corporation and are operated for the OWI and the CIAA.*

## Employees and Families Get NBC Medical Advice

NEW YORK.—Dr. Bernard J. Handler, medical director of NBC, looks forward to the day when all prospective employees will receive a thorough medical examination before joining the staff and subsequently will have check-ups at six-month intervals. At present, pre-employment examination applies only to men.

This will be a long stride forward in the important field of preventive medicine, Dr. Handler feels. During his two and a half years at NBC, the number of company patients seeking advice or treatment has been more than tripled. Dr. Handler attributes this to a combination of circumstances: an increased staff, loss of family physicians to the Armed Forces, physical and emotional disturbances arising from war-born problems, and the increased confidence of NBC employees in the medical service provided by NBC.

Dr. Handler works closely with the personnel department. When he finds a patient on the verge of a mental or physical crisis from worries or ill health, he talks it over with the personnel department, who may then arrange for a vacation or leave of absence for the patient.

Most important project afoot for Dr. Handler at the moment is advising placement of medically discharged war veterans whose whole future depends on their adjustment to their first civilian jobs.

Another aspect of Dr. Handler's work which keeps him busy both during NBC office hours and on his daily rounds is maintenance of a vast list of contacts with other medical men in order to advise medical care for employees. Often they come to him with cases requiring special treatment and he is able to recommend reliable physicians within their means. This service is particularly helpful to employees who are new to New York.

Dr. Handler is available, too, to employees who consult him about other members of their families, for he considers harmonious family relationships essential to efficiency on the job.

Dr. Handler was graduated from Columbia University's College of Physicians and Surgeons and is a specialist in internal medicine. He interned at Bellevue Hospital where he now is director of the First Cardiac Clinic.



*NBC PHYSICIAN — Dr. Bernard Handler, head of network's New York medical service, examines an employee. (Story at left).*

## TRIAL BY JURY

CHICAGO. — Thundering proof that radio listeners take their heroines seriously was provided during the murder trial of Bertha Schultz in recent episodes of NBC's "Today's Children" serial drama.

Nearly 200,000 persons from Mackenzie Bay almost down to the Panama Canal took pen and pencil in hand to vote Bertha's acquittal. It was the largest jury ever assembled for any murder trial anywhere.

A geographical survey of the ballots showed that each of the 48 states was represented, as was every Canadian province and Mexico. Neither prizes nor giveaways were offered. Letters were symbols of pure admiration by the audience for a microphone favorite. It was estimated 97½ per cent of the vote was in favor of Bertha, who had been charged with the murder of her script fiance.

The mail rush "caught short" the agency and sponsor of the program, who had placed an original order for only 50,000 souvenir "newspapers," which were sent to all those who registered votes as jury members.

The trial itself was unprecedented in radio production technique. It was opened in the NBC Chicago studios with a full-fledged judge, Robert A. Meier, acting circuit judge of Cook County, presiding. Listeners were invited to act as the jury and attend daily sessions of the "court." A typical courtroom scene was set up in Studio A, largest of the NBC Chicago studios.

## Special Retail Unit Set Up by Baltimore Station

BALTIMORE, MD.—Reorganization of its local sales staff with a separate department devoted exclusively to retail sales, service and promotion was announced recently by Leslie H. Peard, sales manager, and Harold C. Burke, manager of WBAL.

Harry H. Wright is WBAL's assistant sales manager in charge of retail activities. Kenneth Carter is account executive and Lewis Cahn, advertising counsel.

"WBAL's thought," said Wright, "is that retail advertising is now so important to a station like ours that we feel we should have a much greater knowledge of the retail business and perform much greater services for retail accounts than has been the practice in the past.

"Then again," continued Wright, "retailers in Baltimore are intensely interested in television which will probably be in operation along the East Coast a short time after the war. One of the services of our retail department will be to keep Baltimore retailers informed on the latest developments in television. We recently had a demonstration of television in our studios which offered the first opportunity for Baltimore retailers to experiment with this new medium. Through our station, the Advertising Club of Baltimore brought Phil Merryman, director of facilities development and research for NBC, here to address their luncheon-meeting on October 18 on the subject of television.

"Before establishing our retail department, we surveyed the situation in many of the larger cities. That survey showed clearly that we could perform a greater service to Baltimore retailers if we had a sales service and promotion department concentrating on this class of business."

## V-Disc Anniversary

NEW YORK.—Major General Joseph W. Byron, director of the Special Services division of the Army Service Forces; Lieutenant-Colonel Frederick M. Warburg, chief of the entertainment and recreation branch of the Special Services division, and other officers and enlisted men of the Army Service Forces were guests of the NBC radio-recording division September 26 at a dinner held at the Waldorf-Astoria Hotel to mark the first anniversary of V-disc production.



## POSTWAR PLANNING SERIES SETS MODEL FOR RADIO-NEWSPAPER JOINT SERVICE

WASHINGTON, D. C.—With the conclusion of the program series, "Tomorrow's Washington," a public service feature aired weekly during the Summer by Station WRC in cooperation with The Washington Daily News, residents of the District of Columbia have been brought into closest possible contact with the men directly responsible for the area's postwar planning. It is felt that other cities have a radio-newspaper model for stimulating civic preparedness for peace.

Probably the first venture of its type to appear on the airways, the programs consisted of roundtable discussions by qualified experts of major problems facing a city expecting great expansion in the after-war years. Keynote, voiced by a parade of government and business leaders, was that each individual should begin today to plan for tomorrow.

Proof that the series has provoked postwar planning thought in other communities has come in requests for the broadcast and newspaper format from several cities. Evidence that the feature did a job in Washington came in wholehearted endorsement of the plan by the Board of Trade, Committee for Economic Develop-

ment and prominent government officials.

On the initial program Charles Stevenson, city editor of The News, explained that his paper felt the series would weld press, radio and planning agencies more closely, so that the greatest number of ideas could be tested and the greatest number of people reached. Carleton D. Smith, general manager of WRC, stressed the fact that only "through the cooperation of all concerned shall we meet the challenge of tomorrow."

The simple roundtable was the format for the radio program with qualified men being carefully selected to discuss 10 basic subjects during the Thursday series. The programs were completely ad lib and as a result moved quickly and held attention. Without exception, a major local news story developed from each broadcast.

The ten subjects discussed were: "Transportation," "Public Health," "Sports," "Building and Housing," "Aviation," "Suffrage for the District of Columbia," "Entertainment," "Planning of Police, Fire and Other City Departments," "Education," and "The Outlook for the Government Employee."

National figures who were heard during the series included Senator Harold H. Burton of Ohio and Representative Jennings Randolph of West Virginia.

## BOY MET GIRL



A boy and girl who were originally introduced during his over-the-air birthday party one year ago helped Bill Herson, WRC (Washington) "Timekeeper," celebrate another natal day last week as newlyweds. Here is Bill giving Dee and Lester Zirkle a bit of a ballad after they thanked him on the air for bringing them together.



*IN THE FAMILY*—Louis P. Lochner (right) is interviewed by his son Robert Lochner in a short wave broadcast from NBC International sent overseas in German. Young Lochner, who is head of NBC's German section, questions the veteran commentator and former head of the AP bureau in Berlin on when he expects to return to the German capital. The elder Lochner will head the AP bureau in Berlin as soon as possible.

## NBC COURSES

(Continued from page 3)

A former announcer at station XQHB, Shanghai; an advertising salesman from station CKTB, St. Catherine, Ontario, Canada; a traffic manager at XEW, Mexico City, and conductor of a program at Anchorage, Alaska, are among the students. The oldest student is 63, the youngest 19. There are a gauge and tool inspector, a Salvation Army worker, a factory superintendent, a lithographer, a precision designer, and an encyclopedia salesman among the students. In addition, the courses find such pupils as radio mechanics, chemists, a transcriber and teacher of Braille, a reservation clerk from the Baltimore & Ohio Railroad, and several models.

Most of the students, Fisher said, are college graduates with bachelor's degrees, many have master's degrees and a surprisingly large number are Ph.D.'s.

The director of the NBC University of the Air also pointed out that the television course is the first video course in history to be recognized for credit toward a university degree. This history-making class was opened in early October with an address by John F. Royal, NBC vice-president in charge of television, who announced that 20 guest experts in various branches of television would address the class during the 15 weekly sessions. The class of 41 was handpicked from among some 400 applicants.

Thus has been started the most ambitious educational project yet undertaken by NBC in conjunction with one of the nation's most distinguished universities.

## PROMOTE BROADCASTS

(Continued from page 5)

WIOD, Miami Beach, used a roadside billboard to call the attention of passersby to NBC programs and stars.

WOW, Omaha, Nebraska, arranged with a local dealer for a direct tie-up with the Edgar Bergen show and a display of Chase & Sanborn coffee.

WMBG, Richmond, Virginia, set up a Parade of Stars window display from which a news commentator broadcast.

Much of the increased effectiveness and greater utility of the 1944-45 Parade is credited to the reports and comments filed by stations after the previous campaign. For this reason, NBC is continuing to urge all affiliates participating in the current Parade of Stars promotion to report their activities to the NBC stations department.



## Returning GI's Accorded Special NBC Auditions

NEW YORK.—Members and former members of the armed forces who have what they believe may be talent useful in some department of radio broadcasting are being given a chance to demonstrate their abilities through a comprehensive plan of free auditions announced by C. L. Menser NBC vice-president in charge of programs.

The project, known as "Welcome Home Auditions," is revealed as the first important step by NBC looking toward a solution of the problem of rehabilitation of the nation's fighting men and women. Auditions began October 14 and are being continued each Saturday morning.

"The purpose of 'Welcome Home Auditions,'" Menser explained, "is to examine prospects for postwar opportunities, not for the immediate present. Our theory is that an appreciable number of the armed forces have perfected their talents while in uniform, through appearances in camp entertainments or over camp radio systems, thus developing to a useful degree their latent possibilities. This applies to aspirants who seek to be musicians, vocalists, announcers, commentators and script writers. The auditions will be only the opening step toward establishing themselves in the careers that many servicemen seek.

"Those who go through the try-outs will be rated by a staff of experts. There will be no promise of employment now or in the future, but to many, the auditions will provide the initial impetus that will set them on the path to the life work they wish to follow."

After each audition, the applicant will receive a certificate attesting to his audition, and in addition NBC will forward a file card of the results to the affiliated station or stations nearest the applicant's place of residence. There it will be held awaiting demobilization of the serviceman and a call for the particular talent he has exhibited. Recordings made during "Welcome Home Auditions" will be distributed to station program managers upon their request.

In this way, NBC will further strengthen the bond between its New York headquarters and its affiliates, a goal that has been sought since 1942 when NBC announced

## WOW STAGES PARTY FOR 4-H CLUB MEMBERS



*General scene showing a few of the 1,100 4-H Club boys, girls and leaders at the WOW party at the Nebraska State Fair. (Story below).*

OMAHA, NEB.—Station WOW staged a gala party for 1,100 4-H Club members and their leaders during the recent annual Nebraska State Fair in Lincoln.

The party, consisting of a banquet and entertainment, was designed by WOW's president, John J. Gillin, Jr., as a salute for the splendid work the Nebraska farm boys and girls are doing on the war food front. Festivities got under way in the

huge 4-H Club Building on the fair grounds. Through the cooperation of Lieutenant-Colonel D. K. Scruby, commanding officer at Fort Omaha, a staff of army cooks under the direction of Master Sergeant Pat Kelly prepared the dinner, featuring roast Nebraska ham.

Master of ceremonies was Lyle DeMoss, program director for WOW and producer of the NBC program, "Your America."

its intentions to establish a farming system for talent. It was stated then that the operation of such a system would lead to the interchange of available talent between individual outlets and network headquarters in New York, Chicago and Hollywood.

The basic idea of "Welcome Home Auditions," Menser said, has been under serious consideration for many months, and was outlined to the NBC stations planning and advisory committee which enthusiastically approved the project.

"It should be understood," Menser added, "that NBC is not initiating the movement as an agent in any form. There will be no charge for the auditions nor for the follow-up procedure which the company hopes will place many deserving artists and writers in posts where they will be best fitted. In an industry which has a continual need of so much talent, the creation of a pool of artists would react to the benefit of all stations which had access to it."

Applications for auditions under the "Welcome Home Auditions" plan may be mailed in or filed in person.

## Magazine Pays Tribute to NBC Religious Broadcasts

NEW YORK.—Signal honors were accorded Dr. Max Jordan, NBC's director of religious broadcasts, and the NBC religious programs in an article by Jay Nelson Tuck in the October issue of Read.

"Many of NBC's best have been arranged by Max Jordan . . . who started broadcasting religious special events in 1933 when he went to Bethlehem and broadcast the ringing of the bells of the Church of the Nativity there for a special Christmas program," the article stated. Tuck then lists Jordan's many "firsts" in the field of religious broadcasting.

In his article, "Religion on the Radio," Tuck declared that NBC's "National Radio Pulpit" was the first inter-denominational program on the air and the forerunner of the scheduled religious programs of today. He also pointed to the drawing power of NBC's "The Catholic Hour," saying that Monsignor Fulton J. Sheen, one of its speakers, is perhaps the most widely-heard radio speaker except President Roosevelt.



## Introduce Topical Variety On WIS Weekly Youth Series

COLUMBIA, S. C.—In the field of serious youth programs there are those who argue for the forum, or for the drama, or perhaps the quiz. Then there are those who believe the variety program can best interpret youth.

Station WIS believes each has its particular place and that a well-balanced youth offering will make use of all four forms. Accordingly, in its "Youth Time," now being run weekly, WIS is presenting a cycle of youth programs.

The first program in the cycle, heard the first week of each month is a youth variety show. A "youth of the month" is chosen and interviewed and the outstanding talent of the schools of the state is aired each month.

The second in the cycle, promoted for the second week of the month, is the youth forum. Program Director Ray A. Furr picks the "hottest" topic of youth interest at the moment, invites two or three high school students in, and the topic is aired in the give-and-take style of informal discussion.

Then comes the third week of the month with the third program in the "Youth Time" cycle; this time a quiz show. Questions out of current affairs, civics, science, history, music, social etiquette, and sports are picked with a given quiz concentrating on just one of the subjects. Four students from four different high schools participate in this feature.

The last program in the cycle, and heard always on the fourth week of each month, is the youth dramatic program. The drama, built to entertain and to interpret the spirit and outlook of youth, is light and swiftly paced. Parts are played by high school casts, and listeners are enthusiastic about their efforts.

In those months with five Saturdays, the day of the "Youth Time" offering, the fifth program is of a variety nature. And the cycle is repeated with the beginning of the next month.

Program Director Furr is watching the response and success of each of the types of youth programs. Perhaps later WIS will concentrate on only one of the types now being used. But at the moment each is having its chance under the vigorous direction of a WIS staff member responsible only for that type.



*HEAD YOUTH SERIES—Four WIS staffers get together on "Youth Time" weekly sustainer which the four are producing. L. to r.: Jean Brabham, of continuity, writes and produces the dramatic program; Mrs. Mary Sparks Rose, research division, the quiz program; Program Director Ray A. Furr, the youth forum, and Louis Lang, continuity chief, the variety program. (Story at left).*

## Youth Problems Discussed As a WGY Public Service

SCHENECTADY, N. Y.—A timely public service program that has for its purpose a discussion of children's and young people's problems in terms of significance for their future has been initiated by WGY under the title "The Future Begins Now."

The program planner and director is Professor Ernest M. Ligon, chairman of the field of psychology of Union College.

Dr. Ligon, whose books on psychology are accepted as authoritative in educational circles, has been and is still engaged in a project known as the Westminster-Union Character Research which has as its aim the discovery of laws which govern the nature and growth of character.

In each broadcast Dr. Ligon is assisted by church, school and college groups. Through a series of questions put both by parents and by children he develops his ideas on character building, and answers questions which perplex both parents and children. Listeners are invited to submit questions and suggestions.

NEW YORK. — A new television program titled "The World in Your Home," sponsored by the RCA Victor Division of the Radio Corporation of America, starts this month over NBC's television station WNBC. Charles B. Brown, advertising director of RCA Victor Division, and John F. Royal, NBC vice-president in charge of television, announced October 30 in a joint statement. The new series brings to television set owners in the metropolitan area a well-rounded program of science, education, entertainment, sports and special events.

## Pittsburgh Enthusiasts Form Junior Radio Firm

PITTSBURGH, PA.—Radio Youth, Inc., is a newly organized company, formed by Pittsburgh youngsters interested in radio as a future vocation. It is sponsored by Station KDKA.

This company, comprised of hand-picked youngsters chosen because of their inclination, aptitude and talent for radio work, recently held its first auditions at KDKA's studios.

Incorporated under Pennsylvania state laws, this organization is capitalized at \$50, consisting of 200 shares of stock, having a par value of 25 cents. Every member must be a stockholder. At the moment, each youngster holds four shares.

This group of "junior geniuses" holds a regular business meeting each Friday night, and a directors' meeting the first Wednesday of each month. One of their most significant operations is that of auditioning talent for the purpose of adding to their membership.

The phases of broadcasting which these youngsters have set up as parts of their organization are: announcing, acting, writing, music, engineering, and production (which includes sound effects). Department heads at KDKA are on hand at all times to give close supervision.

Radio Youth eventually will write, produce, provide music, publicize, establish office force, and completely handle all operations for its own programs. Its entire set-up is patterned after that of a large radio station. While these youngsters have been under the active sponsorship of KDKA, they might take their shows to another station for broadcast.



*Radio Youth, Inc., owned and operated by youngsters interested in radio, holds first auditions at KDKA (Story above).*



# NETWORK PERSONNEL TEACH AND STUDY BROADCASTING TOPICS



*Preparing for the postwar era of television are these engineers of NBC's Central division and other interested technicians, under the instruction of Clarence Radius, former chief instructor of RCA Institute's Chicago school and now head of the audio-video engineering department of the school's New York branch.*



*Members of the NBC-Northwestern U. course are (from left) Rev. H. Patterson, Rev. R. Steele, Rev. C. Crowe, Judith Waller, Everett Parker, Wynn Wright and Franklin Elliott.*



*When Eddie Cantor was in San Francisco recently he took over the guest professor spot at John Grover's (right, wall) class in radio production.*

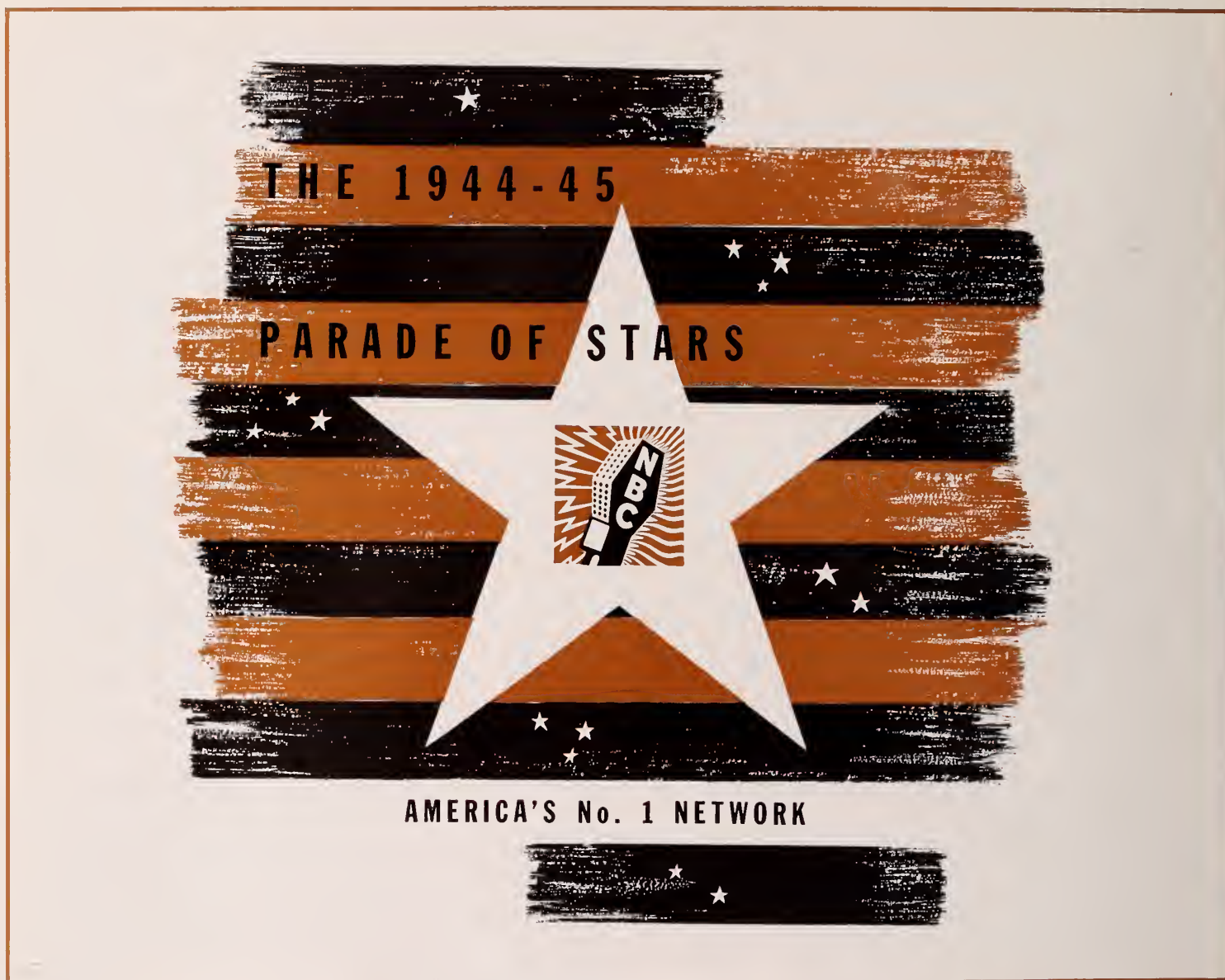


*KPO General Manager John Ehwood gets a laugh from students in his broadcasting class as he makes witty comment on some of the lighter aspects of the radio business.*



*Baskett Mosse, (center) an editor of NBC's Central division news and special events department, shows Students Daniel Rice (left) and Bruce Rainey the news broadcasting setup.*





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*Symbol of consistent, hard-hitting, effective  
star, program and station promotion;  
assurance that more and more  
listeners will keep their dials tuned to*

**NBC — "the network most people listen to most"**

DECEMBER • 1944

# NBC Transmitter

*Devoted to the Interests of NBC and Its Affiliated Stations*



## IN THIS ISSUE:

*Boosting  
6th War Loan*

*1944 Davis  
Award Winners*



JOHN F. ROYAL  
*NBC Vice-President in Charge of Television.*



VOL. 10 DECEMBER, 1944 No. 3

## NBC Transmitter



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### RELIGION ON AIR

During 1944, NBC followed a careful policy of overall coverage of religious events. The network developed its religious schedule to a point where the spiritual life of the nation is reflected comprehensively in all its phases, particularly in relation to the war.

In addition to regularly scheduled studio series, there have been many successful special events on religious subjects during the year, the network swiftly following up the course of world news with appropriate on-the-scene presentations of significant events in Protestant, Catholic and Jewish secular circles.

Two broadcasts symbolized restoration of religious freedom in parts of the world where worship had been restrained due to tyrannical dictatorships. One of these events was the religious service from a synagogue in Rome after Allied liberation of the Italian capital; the other was a Jewish religious service held on German soil for American soldiers.

The special series, "The Church in Action," heard during the year, was the first religious round-table program arranged under the auspices of a church body. During the 13 weeks of the program's run, outstanding Protestant leaders were heard.

The mutual exchange of recorded daily prayers between NBC stations in New York, Cleveland and Denver proved so popular that two more NBC cities — San Francisco and Chicago — will soon be in on the plan whereby clergymen featured locally can be heard via recordings in each participating city.

## General Sarnoff Awarded Legion of Merit

NEW YORK.—Brigadier-General David Sarnoff, on military leave as president of Radio Corporation of America and chairman of the board of the National Broadcasting Company, has been promoted from the rank of colonel on the recommendation of the War Department. His nomination for the higher rank, by President Roosevelt, received Senate confirmation on December 6.

He recently returned after nine months overseas where he was awarded the Legion of Merit for "exceptionally meritorious conduct in the performance of outstanding service." The award was made by Brigadier-General Royal B. Lord, Chief of Staff, Communications Zone, European Theater of Operations.

General Sarnoff, at the time of the award, was attached to Supreme Headquarters, Allied Expeditionary Force, as special consultant to General Eisenhower on communications for U. S.: Group CC. Prior to D-Day he was active in the organization of communications which made possible world-wide distribution of invasion news and radio pictures to publications and broadcasters.



General Sarnoff

After the liberation of Paris, he was instrumental in establishing wireless communications between Paris and the United Kingdom and between Paris and the United States.

The citation, dated October 11, 1944, reads:

"Colonel David Sarnoff, Signal Corps, U.S. Army, for exceptionally meritorious conduct in the performance of outstanding service while serving as Assistant to the Deputy Chief Signal Officer, SHAEF, from August 23 to September 16, 1944. Colonel Sarnoff was largely responsible for reopening communications in Paris, thus enabling

press communications to resume both to the United Kingdom and the United States.

"His ingenuity and resourcefulness made it possible to restore cables which had been severed by the enemy, and allowed French radio experts who had not worked for many years during the occupation to return to their duties.

"Colonel Sarnoff's outstanding devotion to duty, courage and great diplomacy in handling French citizens have aided materially in overcoming the great difficulties in attaining this objective."

### Royal Heads Television

NEW YORK.—In an executive order issued November 22 by Frank E. Mullen, NBC vice-president and general manager, John F. Royal is designated vice-president in charge of a newly established department of television. The move was made because of plans now being formulated to develop and expand the company's television activities.

After limiting its video programs to films for a period of 18 months, NBC expanded its schedule beginning in October, 1943, to include sports events, operas and variety shows. Recently, WNBT has telecast football games from the Yankee Stadium and Polo Grounds, and boxing bouts from Madison Square Garden and St. Nicholas Arena.

Under the new order, the entire television staff reports to Royal.

### VIDEO FORECAST

CHICAGO.—With an eye to the postwar world, Frank E. Mullen, NBC vice-president and general manager, predicted that television will provide the most effective means for mass communication ever created. His remarks were addressed to the Chicago Agricultural Club on November 13. He stated a belief that television would rank at the top of new industries that will create jobs for men and women and capital. Mullen pointed out that television is not just a better form of an old product or a better way of doing a thing that has been done before. "Television," he declared, "is something totally new. It will grow on soil where nothing grew before."

## BOOSTING 6th WAR LOAN

### Top-Rank Stars and Top-Notch Promotional Ideas Combined in NBC Air Campaign for War Bond Sales

NEW YORK.—Climaxed by a 90-minute variety show, featuring most of the network's top-rank talent, NBC and its program sponsors devoted a 19-hour salute to America's war bond salesmen on Thanksgiving Day, in support of the Sixth War Loan Drive.

NBC's bond campaign opened officially on the eve of the drive, Sunday, November 19, with a special half-hour dramatization written by Robert E. Sherwood, distinguished playwright, and starring Ralph Bellamy, Will Geer, Les Tremayne and Sidney Blackmer. The program, titled "Mission Uncompleted," followed the general theme of "Now Let's Talk Turkey to Japan," adopted as NBC's slogan for the drive.

A host of special events, public service and religious broadcasts throughout the month of the Sixth War Loan Drive was devoted to the campaign. All of NBC's public service and religious programs participated. As a special feature, nine of the network's outstanding programs aided the bond drive with appearances at Chicago's Navy Pier. They were Bob Hope, "Fibber McGee and Molly," "Carnation Contented," Kay Kyser's "College of Musical Knowledge," Boh Burns, "National Barn Dance," Eddie Cantor, "Truth or Consequences" and "The Great Gildersleeve."

On Thanksgiving Day, designated as NBC's Bond Day, the network once again saluted the nation's War Bond salesmen with tributes and bond messages by stars of stage, screen and radio, messages from service men and women here and abroad, interviews with bond salespeople, hourly broadcasts from shrines and liberated countries and special events pickups. A



*TYPICAL STATION TIE-INS—Left photo shows how WTAM utilized signs on lamp posts to draw crowds to its War Bond show. Right: Three technical experts of WKY, Oklahoma City, check to see that all equipment is in order before beginning the WKY Sixth War Loan television tour visiting 19 Oklahoma cities. L. to r.: H. J. Lovell, chief engineer; Lester Tucker, engineer, and Dixie McKee, technical advisor.*

part of every program on the air during the day honored the NBC theme of "Now Let's Talk Turkey to Japan." Messages from military leaders, read to their troops in battle, were heard by America's listeners. Admiral Halsey, General Eisenhower, General Vandegrift were among those who spoke.

Once every hour during NBC's Bond Day, the sound of a doorbell on the air signified that a bond sales person was broadcasting a message. And as the noon hour fell in the four time zones, Protestant, Catholic and Jewish chaplains delivered the traditional noon-day Thanksgiving grace. These messages were read to the fighting men as they sat down to Thanksgiving mess.

Keyed to Thanksgiving, the day was also highlighted with the reading of President Roosevelt's proclamation and excerpts from the first Presidential proclamation of Thanksgiving Day by Abraham Lincoln. War plant pickups from Buffalo, Detroit, Hartford, and San Francisco, stressed the theme that workers bought bonds and continued their war work even on the holiday.

The SMO sign—meaning service men only—was out at the special 90-minute variety show which concluded NBC's day-long contribution. GI's only were admitted to the Hollywood studio for the star-studded hour-and-a-half program which featured such stars as Bing Crosby,

Bob Hope, Jack Benny, Joan Davis, Jack Haley, Ginny Simms, Rochester, Dinah Shore, Ed (Archie) Gardner, Kay Kyser, Dick Powell, John Charles Thomas, Eddie Cantor, Frank Morgan, Robert Young, Harold (Gildersleeve) Peary, Cass Daley, Major Meredith Willson and the NBC Orchestra and the Ken Darby Chorus. Hope and Kyser were cut into the program from Chicago, where they were making War Bond appearances. Of especial interest was the news, which broke during this star-studded program, of the bombing of Tokyo by the gigantic B-29's.

Many NBC programs during the month-long Sixth War Loan Drive contributed all or part of their air time to the campaign. Besides those that originated at Chicago's Navy Pier, the cast of "Finders Keepers," novelty variety show, led by Clarence L. Menser, vice-president in charge of programs, flew to Kansas City November 27 to appear at a gigantic bond rally in the Missouri metropolis. In the flying cast were Bob Sherry, Julie Conway, Milton Katims, Ross Filion, and Marjorie Fisher, the writer. Special guests were Nan Merriman, Bob Merrill, and the comedy team of Block and Sully. Menser was principal speaker at a luncheon meeting of the Kansas City Chamber of Commerce and local War Loan Drive officials greeted the New Yorker's at a party at Station WDAF, with Dean Fitzer, managing director, as host.

#### WIDE BOND ACTIVITY

NBC affiliates throughout the nation were applying masterful showmanship towards boosting Uncle Sam's Sixth War Loan Drive as this issue of The Transmitter went to press. These bond-selling activities will be reported on in detail in the January issue.



## H. P. DAVIS AWARD WINNERS FOR 1944 ANNOUNCED



*Above: Ben Grauer, of NBC's New York staff, winner of the national award. Left: Ned Serrell, of KDYL. Right: Bob Hanes, of WGY. Upper left: KODY's Jack Wells. Upper right: WRC's Kenneth Banghart.*



NEW YORK.—Ben Grauer, announcer for the "General Motors Symphony of the Air," "Information Please," "Mr. and Mrs. North" and other top-ranking shows, is the national winner of the 1944 H. P. Davis Memorial Announcers Award. Grauer's selection and the names of four sectional winners together with those given honorable mention were announced November 2 in a special coast-to-coast NBC broadcast.

Kenneth Banghart of Station WRC, Washington, won top honors among entrants from NBC "owned and operated" stations; Bob Hanes of WGY, Schenectady, was the winner from the "cleared frequency" outlets; Ned Serrell, KDYL, Salt Lake City, from "regional frequency" broadcasters, and Jack Wells, KODY, North Platte, Nebraska, in the "local frequency" group.

Chosen for honorable mention were: "national"—Gil Verba, KOA, Denver, and Ted Meyers, KFI, Los Angeles; "owned and operated"—Ed Herlihy, WAAF, New York, and Charles Lyon, WMAQ, Chicago; "clear frequency"—Paul Shannon, KDKA, Pittsburgh, and Carl Caruso, WBZ, Boston; "regional frequency"—Tom Carnegie, WGL, Fort Wayne.

In addition to the winners who spoke

from their respective studios, the program included talks by Mrs. S. B. Rockwell, representing Mrs. H. P. Davis, donor of the awards, and Frank E. Mullen, NBC vice-president and general manager. Patrick J. Kelly, NBC supervisor of announcers, acted as master-of-ceremonies.

Judges of the competition were Walter Bunker, Don Clark, Vic Hunter, Bob Seal and John Guedel, producers of popular NBC programs.

Grauer was born in Staten Island, New York, and began his professional career as a child actor at the age of 8. He appeared with Theda Bara, Pauline Frederick, and other stars in silent films. While studying the stage and public speaking at City College of New York, he was drama critic for his college newspaper and editor-in-chief of the campus literary magazine. He won the Sandham Prize for Extemporaneous Speaking against 200 contestants.

Since joining NBC in 1930 as staff announcer, Grauer has acted as announcer of many outstanding commercial and sustaining programs. Because of his knowledge of languages he has been assigned occasionally to international broadcasts. He was selected to supply the "color" dur-

*(Continued on page 14)*

## KMJ Helps Mobilize Group Rescuing Huge Raisin Crop

FRESNO, CALIF.—Over 1,300 soldiers from the Air Service Command Training Center and Camp Pinedale were mobilized October 21, after the United States Weather Bureau had issued a rain warning over Station KMJ.

The emergency broadcast was made to secure help in saving the valley crop of drying raisins which were waiting for stacking and rolling in vineyards of Fresno and Madera counties.

The government meteorologist predicted that showers would begin in the Northern part of the San Joaquin Valley, which would endanger or perhaps ruin a great portion of the year's most valuable crop. When the rain warning was broadcast the working parties of soldiers were dispersed to the pre-arranged stations where they were met by grape growers and assigned to vineyards.

The Army personnel were paid at the rate of 75 cents an hour by the growers.

The rapid mobilization was so complete and efficiently carried out that the Farm Advisory Committee reported: "The remainder of the drying is so near done that the vineyardists themselves will have no trouble in protecting what raisins are still on the ground."

## BOOST WAR FUND



"Thanks a million," says General Chairman Henry A. Loughlin (right), of the Greater Boston United War Fund, to George W. Slade, WBZ and WBZA publicity manager, as the annual charity drive neared its close. Slade was loaned by the Westinghouse stations to serve as radio consultant to the 1945 campaign and supervised broadcasting plans for publicizing the United War Fund in the Boston area.



# ORIGINALITY IS KEYNOTE IN STATIONS' PARADE OF STARS DISPLAY



WOW gained attention by combining a layout of NBC stars with the station's honor roll of employees.



Marchers down the main street of Rochester, Minnesota, spread the good tidings of KROC's Parade of Stars.



Six NBC commentators led the Parade of Stars display erected by KOA in a Denver theatre lobby.

## Clever Merchandising Ideas Draw Eyes—and Ears—to NBC Programs



WSAM stretches a band around a busy corner building in Saginaw, Michigan, to carry the timely message of NBC's Parade of Stars.



WBRE kept the Parade of Stars moving by means of a revolving display in Landau's, Wilkes-Barre's largest department store. The window drew the attention of a great number of passersby.



## WHAM Commissions Three Noted Composers To Write Music Especially for Air Use

ROCHESTER, N. Y. — Realizing that more new music should be made available for radio programs and radio's obligation to support and encourage American composers, WHAM, the Stromberg-

Carlson Company's station here, has commissioned three outstanding American composers to write for radio.



Dr. Howard Hanson

These three composers are residents of Rochester and members of the faculty of the renowned Eastman School of Music of the University of Rochester.

Dr. Howard Hanson, Dr. Paul White and Bernard Rogers are the men commissioned.

WHAM, in commissioning the three noted musicians, has specified the compositions be written for radio with that medium's particular musical needs in mind. The works should be acceptable to any station orchestra of average size, of five to eight minutes' duration, and of sufficient technical ease to be played with limited rehearsal time.

It is expected the numbers will be ready for airing in the Spring of 1945 and will be played for public acceptance at that time. The three composers will experience new thrills in their efforts as none have written for radio alone before.

Dr. Hanson is director of the Eastman School of Music of the University of Rochester at the present time and in the front rank of American composers, conductors and educators. He was born 48 years ago in Wahoo, Nebraska. His first teaching position was at the College of the Pacific, San Jose, California, where he became dean of the Conservatory of Fine Arts.

In 1921, he won the Prix de Rome, and while still in residence in Rome, was appointed director of the Eastman School of Music. A prolific composer, he has written four symphonies—the fourth winning the Pulitzer Prize—other orchestral

works, choral, stage, chamber, piano and organ works, and the opera "Merry Mount," produced by the Metropolitan Opera Company, in 1934.

Well known for his championship of the American composer, especially through the Eastman series of American composers' concerts which he inaugurated 20 years ago, Dr. Hanson has done much to advance the interests of the American composer generally. He has held major offices in the National Association of Schools of Music and the Music Teachers National Association, and is a member of the examining jury of the American Academy in Rome.

Dr. Paul White, American conductor and composer, was born in Bangor, Maine, where he began studying the violin at the age of 10. He was graduated in 1918 from the New England Conservatory of Music, then he was engaged by Eugene Ysaye for the Cincinnati Orchestra, where he was first violinist, continuing study with Ysaye. He was on the faculty of the New England Conservatory of Music from 1921 to 1923, coming to the Eastman School in 1928.

He is associate conductor of the Civic Orchestra and the Eastman School Symphony and a member of the WHAM staff orchestra. Dr. White has composed a variety of works for orchestra, chorus and chamber music combinations, including a symphony, five violin and piano pieces and "Sea Chanty" for harp and orchestra.

Bernard Rogers, member of the Eastman School faculty since 1929, was born in New York City, studied with Ernest Bloch, at the Institute of Musical Art, and with Frank Bridge and Nadia Boulanger, and spent several years in study in Europe. He taught in 1926 at the Hartt School of Music, Hartford, Connecticut. He won the Pulitzer Traveling Fellowship, the Guggenheim Fellowship, and the Seligman Prize at the Institute of Musical Art.

Also, he has written magazine articles and music reviews. Major orchestras have played several of his works, which include "The Invasion," a composition commissioned by the League of Composers.



**BOOSTERS OF YOUNG ARTISTS**—Claude Sweeten (left), KFI musical director, and Alfred Wallenstein, conductor of the Los Angeles Philharmonic, discuss new talent competition. (Story below).

## KFI and Los Angeles News Join in Young Artist Quest

LOS ANGELES. — The assignment of working with young artists who have entered the Los Angeles Philharmonic Young Artists Competition — rehearsing and coaching them — has been given to Claude Sweeten, KFI musical director.

The Los Angeles Philharmonic Young Artists Competition, is a yearly event jointly sponsored by the Southern California Symphony Association, Radio Station KFI and The Los Angeles Daily News. The contest is designed to display the talents of young artists under proper conditions and to afford them an opportunity to win a \$500 War Bond and a solo appearance with the Los Angeles Philharmonic Orchestra.

Each week during the Winter season, two artists appear on a broadcast which is presented through the facilities of KFI on Wednesdays. These contestants are thoroughly rehearsed with the KFI orchestra by Maestro Sweeten. It is a tribute to Sweeten that each of the more than 30 programs already passed at the time of this writing has displayed the talents of the participating young artists to the very best results.

In commenting on the competition, Alfred Wallenstein, permanent conductor of the Los Angeles Philharmonic, said:

"There are scores of young instrumentalists who were heard in truly credible performances, and I am sure that we are all happy that they were afforded this opportunity to display their talents.

"Last year this competition was an experiment in the promotion of good music, and the results were indeed gratifying."

## 5 Major U. S. Orchestras Take Part in NBC Series

NEW YORK.—Five major symphony orchestras of the United States, headed by noted conductors, are featured on a 24-week series titled "Orchestras of the Nation," which began December 16.

The series, representing a resumption of the programs of the same title launched last Spring when Desire Defauw conducted the Chicago Symphony Orchestra in five NBC broadcasts, will present the Indianapolis, Baltimore, Kansas City Philharmonic and Eastman School (Rochester) Symphonies—in addition to the Chicago ensemble—during the 1944-1945 musical season.

Defauw again will be on the Chicago podium and conductors of the other organizations are Fabien Sevitzky, Indianapolis; Reginald Stewart, Baltimore; Efrem Kurtz, Kansas City, and Howard Hanson, Eastman. The broadcasts will originate in the home cities of each featured orchestra.

The Kansas City Philharmonic was the first orchestra featured, appearing December 16 and 23.

## Good Sports



*When WTMJ, Milwaukee, Sportscaster Russ Winnie asks "George" for more information or the name of a certain player during a play-by-play broadcast of a University of Wisconsin football game, he is talking to none other than his wife. "George" is Mrs. Russ Winnie, and so far as it is known, the only successful woman football spotter in the business. For 16 consecutive years, Winnie has broadcast University of Wisconsin and Green Bay Packer football games, and for the past 14 years, Mrs. Winnie has worked beside him as his one and only spotter. Football experts and fans acclaim her as one of the best spotters in the business, and Russ is mighty proud.*

## DISTINGUISHED CONDUCTORS VISIT NBC PODIUM



*Malcolm Sargent (left), conductor of the London Philharmonic and other noted British musical organizations, and Eugene Ormandy, musical director of the Philadelphia Orchestra, are guest conductors on the current Winter Series of the NBC Symphony Orchestra. Ormandy conducts four "General Motors Symphony of the Air" concerts on consecutive Sundays beginning December 24, while Sargent takes over the baton for four Sundays beginning February 18. The two guests share the Winter schedule with Maestro Arturo Toscanini.*

## El Paso Station Sets Up Library Promotion Tie-In

EL PASO, TEX.—A special display of books on radio and television and two-remote broadcasts by KTSM, were features of "Radio Night at the El Paso Public Library," recently.

The event was sponsored by the Friends of the Library. KTSM Production Manager Conrey Bryson, a director of the group, was in charge of the broadcasts and displays. The two broadcasts were "We'll Find Out" and Bryson's regular news commentary.

"We'll Find Out" presents listeners' questions which are answered by the KTSM continuity department through research at the public library and other necessary sources.

The library prepared displays of the books, magazines and documents used to answer the various questions. The news broadcast was illustrated by displays from the library's collection of news maps. The library hook-up will be retained by KTSM for future special events broadcasts.

## KMJ Entertains 4-H Club

FRESNO, CALIF.—Station KMJ and The Fresno Bee recently honored the leaders and members of the 4-H Clubs of Fresno County and the other counties of the San Joaquin Valley at an appreciation dinner in the Hotel Californian, Fresno, at which a plaque was awarded to the county's outstanding club.

Cooperating with Station KMJ and The Fresno Bee were the University of California Extension Service and the Fresno County Farm Advisor's Office. Guests of honor were the presidents and leaders of the various 4-H Clubs throughout the area and also farm advisors, assistants, and home demonstration agents of Kern, Kings, Tulare, Madera, Merced and Fresno Counties.

## New KOA Farm Director

DENVER, COLO.—Harley C. Renollet, formerly farm director of WOWO, Fort Wayne, Iowa, has been named farm director of Station KOA in Denver.

Renollet has an extensive background in farm and ranch development and improvement, having been actively engaged in 4-H Club work while serving as county agricultural agent.





First woman staff announcer in Reading, Pennsylvania, is Peggy Rich, shown at the turntables of WRAW.



New York advertising agency time buyers lunch at the Restaurant Continentale in Cincinnati after visiting WLW's typical farm. They are (from left): Fred Apt, Jayne Shannon, Eldon Park, Harry Albrecht, George Clark, Jean Lawler and Harry Mason Smith.



Inez Hansen (center) of WTIC's news and special events department, distributes literature on NBC's educational programs and radio's application to classroom work at the Connecticut State Teachers' Convention in the Hartford Public High School.



Jean Ferriss, WBOW Washington correspondent, chats with Noble J. Johnson (center) and George Jackson, general manager. Miss Ferriss also covers the capital for WBOW.



Speakers at the third annual KDKA farm radio conference were (from left): Paul Lewis, Raymond Reiter, William Zipf, W. T. Price, KDKA Manager Joseph Baudino, Homer Martz, E. S. Bayard, Charles Bond, William Drips and Albert Highberger.



Five planes, a truck and a trailer were used for Cleveland fire victims within six hours of the disaster. The planes were then to be used for other emergencies.





Navy Day was celebrated by KDKA with a broadcast by Captain W. R. Nichols, Naval District Supervisor, and Bill Sutherland, announcer, from the wheelhouse of the LST 831.



Ken Miller, news editor of KVOO, Tulsa, presides as moderator of the weekly "Southwest Forum" program which he originated and which features panel discussions of vital topics.



With Congressman W. B. Owens, manager of WBOW.



Jim Platt (left) tells victory gardeners in the WTIC area how to raise bumper crops, but it took Forrest Howell, WTIC engineer, to produce a carrot tipping the scales at almost four pounds.



Jack Shelley, manager of WHO news department, has been accredited as a war correspondent.



ded to capacity with clothing of WSM's radio appeal for t to make Cleveland's airport.



Staff Announcer Louie Buck of WSM, Nashville (at mike), and officials of the Louisville and Nashville Railroad describe operation of locomotive smoke control jet in an anti-smoke demonstration in connection with Nashville's smoke-elimination campaign.



## GETTING THE LISTENERS

### NBC's Election Night Coverage Proved It's the "Network Most People Listen to Most"

NEW YORK.—The listening audience, more than half again as large as that of a typical Tuesday night, showed a decided preference for the election returns program broadcast November 7 by NBC, according to a survey made by C. E. Hooper, Inc. NBC held the lead consistently through the survey period covered.

With radio sets in use varying from 40 to 57 per cent of the total sets in the United States, NBC's treatment of the election earned average audience ratings from 13.2 to 23.3 per cent. The smaller audience was checked between 7 and 8 p.m. (EWT), the larger between 9 and 10. Between 7 and 10:30 p.m., the survey period, NBC's audience rating averaged 49 per cent over the next highest network and 41 per cent above the combined total of the third and fourth networks.

To accomplish this complete coverage, NBC concentrated activities in studio 8H, the world's largest radio studio. Network commentators from Washington and New York occupied a central dais giving them a view of the 50-foot election chart erected against the rear wall of the studio. Tabulators seated at tables on the stage compiled the material as it was received from AP, UP and INS on a battery of teletype machines, and relayed the information to the chart markers.

Direct lines to headquarters of both major parties and to Kansas City, Missouri, and Columbus, Ohio, home cities of the vice-presidential candidates, gave NBC additional sources of election news and trends, as reported by NBC analysts stationed there.

NBC's audience-building plan of election night operations, originated and supervised by William F. Brooks, NBC director of news and special events, placed emphasis on maintaining a constant flow of returns uninterrupted by irrelevant comments and entertainment.

Beginning at 8 p.m., when all commercials were cancelled and continuing without interruption until 3:46 a.m., reporters assigned to all major candidates and to their party headquarters fed constant streams of on-the-spot news into the Radio City nerve center, supplemented by a battery of teletypes supplying bulletins and



*TALLYING THE BALLOTS—Scene in Radio City's Studio 8-H showing the "score board," commentator's rostrum, and newswriters' and tabulators' desks.*

the latest returns as gathered and compiled by AP, UP and INS.

All commercial programs were cancelled for the night at 8 p.m., giving complete sway to election news. The ball started rolling, however, at 7:30 p.m. when Brooks gave a preview of the network's method of coverage scheduled for the night ahead. Then he introduced the network's commentators.

Newcasters who covered the event in New York were: H. V. Kaltenborn, Lowell Thomas, John W. Vandercook, Richard Harkness, Morgan Beatty, W. W. Chaplin, Cesar Saerchinger, Don Goddard, Don Hollenbeck, James Stevenson and Ben Grauer. W. M. Kiplinger was heard from WRC, Washington.

In addition, other NBC newsmen were stationed in vantage points around the country. Carleton Smith and Don Fisher of WRC were with President Roosevelt at Hyde Park. Kenneth Banghart of WRC and Ann Gillis, assistant to Brooks, covered Governor Dewey and Republican National Headquarters. Bob Stanton and Len Schleider were at Democratic National Headquarters. Robert St. John was stationed with Senator Truman at Kansas City, and Tom Manning, of WTAM, Cleveland, reported Governor Bricker's doings at Columbus.

NBC's international division interrupted its regular schedule of programs in Spanish and Portuguese beamed to Latin America for late election news. It also

presented eight special programs, four each in Spanish and Portuguese.

Approximately 4,000 homes in New York City and suburbs and 200 in Philadelphia knew the results of the Presidential race seconds and sometimes minutes ahead of their neighbors equipped only with standard radio receivers. Television signals transmitted by NBC from its Station WNBT on the Empire State Building and relayed by WPTZ, Philadelphia, made possible the speedy service.

Nerve center of the television network was a small studio in Radio City, equipped with AP teletypes and an assortment of charts and other visual aids which provided viewers with an instantaneous record of the vote as it varied from minute to minute.

In the studio, banks of hundreds of lights made brilliant a scene of orderly confusion. Cameras shuttled back and forth on their rolling platforms trailing snaky coils of wire with them. Producers and directors, wearing telephone headsets that brought orders from the control booth high against the ceiling, signaled with waving hands and cabalistic signs.

Moving in turn from a blackboard carrying last minute compilation of returns arranged by states to dual thermometers labelled "Roosevelt" and "Dewey" on which indicators were shifted constantly to show the relative standing of the candidates, cameras made it possible for viewers to see results at a glance.



## A WINNER SPEAKS



*An exclusive broadcast by Governor-Elect Phil Donnelly was presented by KSD, St. Louis, from Donnelly's home in Lebanon, Missouri—170 miles away—when election returns indicated a Democratic victory in Missouri. NBC affiliates throughout the U.S.A. were "on their toes" in bringing victors to the mike almost the moment ballot results were known.*

## Maine's NBC Outlets Show Ingenuity in Election Set-up

PORTLAND, ME.—Covering elections is an old story to NBC affiliate WCSH. Without benefit of newspaper alliance, WCSH, even before news wire services were installed, managed to do a rather creditable job of supplying state election returns to its listeners. The same basic method of obtaining returns still is employed but the results have improved with experience and increased efficiency.

The old barometric saw, "as goes Maine, so goes the nation," while no longer to be trusted, grew out of the Maine custom of holding state primaries in June and elections for state and Congressional candidates in September, months ahead of other states.

Twice in each election year, then, WCSH sets up its election return coverage and tabulation system, now operated in conjunction with similar set-ups at NBC Stations WRDO, Augusta, and WLBZ, Bangor. A week or so before Election Day, WCSH sends a letter to each city and town clerk in the six counties to be covered by this station, asking them to telephone the results of the balloting in their respective precincts as soon as the votes have been counted. A special telephone number is assigned for these collect calls. WRDO and WLBZ cover the other 10

*(Continued on page 14)*

## WTIC WINS PRAISE FROM PARTIES AND STATE FOR GETTING OUT THE VOTERS

HARTFORD, CONN.—"It is the duty and high privilege of every American to vote." With the eyes of the nation centered on the recent Presidential election, WTIC adopted this as the basic theme for an extensive public service program to get out the vote in Connecticut.

In order to vote in Connecticut one's name must be on the list of the registrar of voters. Realizing that there are 169 towns in the state, that registration dates were not entirely uniform, and that new residents had poured into Connecticut since the outbreak of the war, the station decided that a complete list of registration dates should be made available to all listeners.

A close check by WTIC revealed that in the whole state a complete list of registration dates was not available at any one source, so the first job of the campaign was to compile such a list.

The station's news department was called in to work on the project of collecting the information, and business reply postcards were sent to the clerks in the 169 towns and cities in the state.

The cards read: "WTIC is planning to broadcast the 1944 dates on which Connecticut citizens can register so that they may vote this fall. Will you please fill out the attached card, giving the dates for registration in your town. Your cooperation is greatly appreciated."

The cards started to flow back almost immediately, along with the information desired. In cases where the replies failed to give the complete data, another contact was made and full information obtained.

From the Secretary of State, WTIC secured official information on absentee ballots, registration of soldiers, and voting laws of the state.

All this information was compiled by WTIC's news staff into a workable file for ready reference. This included an alphabetical card index of the town and city registration dates, places and hours of registration, absentee requirements, etc.

With the necessary information in its possession, WTIC then prepared a series of spot announcements for broadcast—all designed to remind the listeners that it was their duty to vote, but that they first

must be registered. WTIC offered to supply registration information. These announcements were scattered generously through the day and night schedule.

That the project was successful and offered a real public service is shown by the comments from the registrars who co-operated in compiling the information, and from the many phone calls as the result of the broadcast announcements.

WTIC received high praise from state officials, and from heads of Republican and Democratic parties in the state. Listeners, too, expressed their appreciation.

Secretary of State Frances Burke Redick said: "We congratulate Station WTIC on the job it has done. It goes without saying that all persons, independent of party affiliation, backed up this splendid service which was offered strictly on a non-partisan basis, and aimed only at enabling every qualified individual to 'speak his mind' with a ballot in the election.

"To WTIC, we say, may your course bring to pass in our nation a richer, fuller meaning of citizenship, and its inherent rights and duties."

## VETS LISTEN IN



*Patients in McGuire General Hospital, Richmond, Virginia, listen to Presidential returns in the American Red Cross recreation room. The radio program, broadcast over WMBG, absorbed the interest of sick and wounded patients returned from overseas. Scenes like this were duplicated at other hospitals and servicemen's centers.*



# SCENES AT KNOE, NEW LOUISIANA NBC AFFILIATE



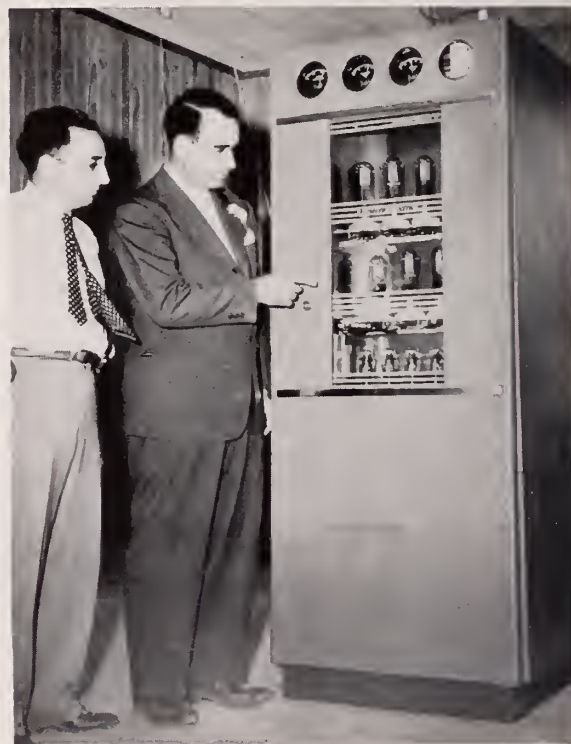
Station KNOE, of Monroe, Louisiana, new NBC affiliate, has the newest equipment in this ever-changing field. Photo shows part of control room.



Station receptionist is Mrs. Gordon McLendon, wife of a Navy lieutenant now on duty overseas. She is the daughter of James A. Noe, owner of KNOE.



This sound truck is a veteran of many of the state's most hectic political battles and was used in the 1940 Presidential campaign in the Midwestern states. It has its own power plant and all of its equipment is duplicated.



This closeup of the transmitter, purchased in 1941, gives some idea of KNOE's ability to bring NBC's programs to Northeastern Louisiana.



James A. Noe (left), owner of KNOE (whose call letters include his name), and James E. Gordon, vice-president and general manager, broadcast on opening day.



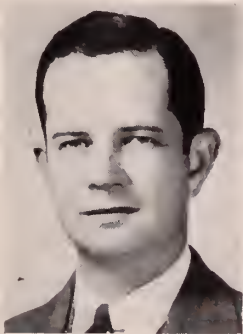
## GETS NAB POST



During the Kentucky-Ohio district meeting of NAB, host Nathan Lord (left), general manager of WAVE and outgoing director, introduced the newly-elected director, James W. Shouse, Jr. (center), of WLW, to Mayor Wilson W. Wyatt of Louisville.

## On NAB Code Committee

RALEIGH, N. C.—Richard H. Mason, station manager of WPTF, 50,000 watt NBC outlet here, has accepted appointment to the NAB code committee. The appointment was made by J. Harold Ryan, NAB president.



Richard H. Mason

Also serving on the committee are William S. Hedges, NBC vice-president in charge of stations, and Lee B. Wailes, general manager of Westinghouse Radio Stations, who is committee chairman.

## Radio Pioneers' Stories

NEW YORK.—Orrin E. Dunlap, Jr., RCA director of advertising and publicity, is the author of "Radio's 100 Men of Science," a volume containing biographical narratives of pioneers in broadcasting, television and electronics. The book has just been published by Harper & Brothers, New York.

The series of brief biographies represents a handy reference source as well as a volume for entertaining reading.

Dunlap was formerly radio editor of The New York Times and is one of the industry's most prolific authors. "Radio's 100 Men of Science" is his ninth book on radio and kindred subjects.

## EDDIE CANTOR'S CAMPAIGN FOR GI GIFTS RECEIVES ENTHUSIASTIC PUBLIC RESPONSE

HOLLYWOOD.—Sloganed by "Give a Gift to the GI Who Gave," Eddie Cantor's latest and biggest NBC campaign in behalf of servicemen showed every sign of growing into the most elaborate good will movement of the holiday season.

Cantor's idea is to see that every hospitalized man in the armed forces has at least one gift to make his hospital Christmas brighter. With his usual practicality, the warm-hearted little comedian enlisted the strong support of retail stores and American Legion posts throughout the country to aid in the collection of donations which had sailed well past the 100,000 mark a month before the holiday.

By the time Christmas rolls round the figures well may be astronomical as they were when Cantor put over his "GI Joe" campaign last spring. That contest, which culminated in a postwar endowment fund of \$5,000 for the winning GI from Cantor himself, produced more than 250,000 letters which afterward enriched the scrap paper drive by 16,000 pounds.

Independent, affiliated stations of the National Broadcasting Company were provided with photographs of the comedian himself and pictures of typical window displays to be distributed to department stores. Stations also declared themselves ready to assist with microphones and any

other equipment which might be needed.

Station KVOO in Tulsa, Oklahoma, has reported that every retail store in the city is all-out in the project.

Cantor's interest in GI's began long ago when he started to take his NBC program to service camps and hospitals and began spending his summer "vacations" entertaining convalescent servicemen. It was Cantor who fathered the "Purple Heart circuit" and enlisted the active support of other top-notch entertainers.

Cantor, who has five daughters but no sons, became an ardent foster father of every man in service, especially the wounded ones.

His present campaign, logical outgrowth of his never-flagging interest in GI welfare, winds up with a final push spearheaded from NBC's West Coast headquarters. Cantor has had a Christmas hut erected on a plot at Hollywood's "Times Square"—the intersection of Hollywood and Vine streets. That serves as a collection point for Hollywood and Los Angeles contributors and is presided over by stars of radio and screen.

Cantor has thrown into this effort all his enthusiasm, all the astute showmanship which, directed in other channels, have made his every venture a sustained success. This seems likely to top them all.

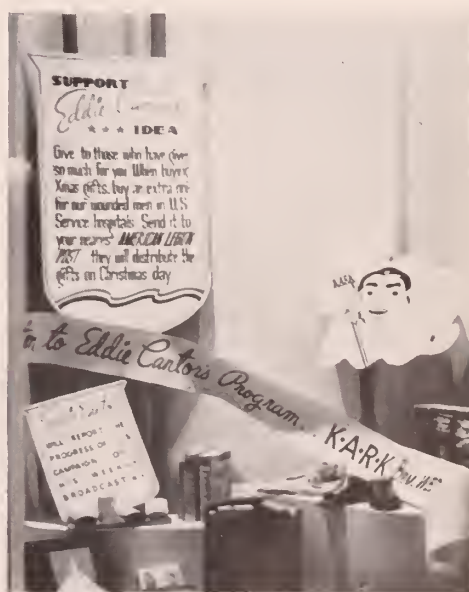
## Time on His Hands

CHICAGO.—The minute timing of the quartz crystal clock, scheduled for early use at the famed Greenwich Observatory, is not necessary for radio network operations, according to H. C. Luttgens, chief engineer of the NBC Central division.

The quartz clock, which is accurate to 1/1000th of a second daily, will replace the traditional pendulum clock, accurate to 1/100th of a second daily.

Luttgens pointed out that NBC's clock control system recently installed in Chicago varies but one-third of a second daily from the signals of the United States Naval Observatory, a degree considered satisfactory for correct radio operation.

The NBC system is based on a tuning fork in a vacuum chamber which is incited by current to vibrate at 60 cycles per second.



A PATRIOTIC BIT—Station KARK, Little Rock, arranged this window at Pfeiffer's Department Store to help boost Cantor's campaign for gifts for GI's.



## Book by NBC's Religious Program Head Gets Honors

MILWAUKEE, WIS.—The Bruce Publishing Company here, one of the largest educational publishers in the country, has



Max Jordan  
NBC director of  
religious broadcasts.

announced that Max Jordan's new book "Beyond All Fronts" has been chosen as the December selection of the Catholic Literary Foundation.

Covering a period of 30 years, from 1914 to 1944, Jordan, formerly European manager for NBC, now its director of religious programs and associate director of the NBC University of the Air, describes many of his fascinating radio experiences in this 400-page volume, tying them in with a vivid narrative of the period between the two world wars which he has witnessed at so close a range, from both the European and the American side.

Many revealing episodes are recounted by Jordan for the first time, particularly about anti-Nazi underground movements.

## ELECTION TALLY



Sailors, soldiers and civilians watch mounting figures in election tally in front of the Teleneues Theatre on Market Street in downtown San Francisco, while listening to the KPO election broadcast, presented from the city room of The San Francisco Examiner by a special staff of KPO announcers and news commentators.



**NATIONAL WINNER**—Winner and principals at special coast-to-coast broadcast Thursday, November 2, during which the annual awards of the H. P. Davis Announcers competition were announced. Left to right: Patrick J. Kelly, NBC supervisor of announcers; Mrs. H. P. Davis, donor of the awards; Ben Grauer, 1944 national winner; Mrs. S. B. Rockwell, representing the donor on the program, and Frank E. Mullen, NBC vice-president and general manager, who made the presentation. Mrs. Davis established the awards in memory of her late husband who is called "the father of broadcasting," because of his great interest in radio in the industry's earliest years. Mr. Davis was associated with the founding of KDKA.

## MAINE ELECTION

(Continued from page 11)

counties of the state in similar fashion, either through city and town clerks, or special news correspondents.

Official county tabulation forms are obtained from the Secretary of State for each primary or election and entries made thereon as fast as returns are telephoned in from the various cities and towns. Cumulative totals are taken from these forms every few minutes at regular intervals throughout the evening, and similar cumulative totals are obtained from the other two broadcasting stations by telephone at frequent intervals. The totals for the state are then entered on special forms for broadcasting, giving the total number of precincts reporting, and the results for the principal candidates of each political party. Each station conducts its own broadcasts, using chain breaks in the earlier evening hours, and a special program after the network commercials have concluded.

With both AP and UP services available, constant check is made with both against the returns obtained by telephone from city and town officials. Usually the latter keep WCSH out in front, inasmuch as the returns supplied by the news services must of necessity be relayed through their Boston bureaus and transmitted over regional circuits to their Maine subscribers.

## H. P. DAVIS WINNERS

(Continued from page 4)

ing the political conventions in Chicago this past Summer.

As a War Bond salesman, Grauer has established records in both World Wars. When only nine years old, he made the circuit of theaters in New York and sold more than \$1,000,000 in bonds of World War I. In the five bond drives of World War II, he accumulated a sales total of \$8,000,000. During the Sixth War Loan, he drew crowds to The New York Sun's open-air bond show near Radio City.

The Davis awards, established in 1933 by Mrs. Davis, widow of H. P. Davis, who is called the "father of broadcasting" because of his interest and confidence in radio during its early years, are open annually to regular staff announcers of all independent stations affiliated with the NBC network and of NBC owned-and-operated stations. Samples of the contestant's work which demonstrate his ability in news reporting, ad libbing and straight announcing are taken "off the air" without the announcer's knowledge.

Under terms of the contest, the national winner receives a gold medal and \$300 in cash. Each winner in the four station groups receives a suitably inscribed ruby ring and "honorable mention" winners receive certificates. Another certificate goes to each station whose entry is named in the competition.



## Williams Gets KPO Post

SAN FRANCISCO.—Wendell Williams, manager of NBC-Hollywood's continuity acceptance department since 1938, has been appointed program manager for NBC and KPO in San Francisco, effective November 13, it was announced by Sidney N. Strotz, vice-president of the Western division of NBC, and John W. Elwood, manager of NBC-KPO.



Wendell Williams

Williams has been with NBC for more than 10 years, joining the company in New York immediately following his graduation from Dartmouth College.

## Home Economics Series

NEW YORK.—Newest course of the NBC University of the Air is "Home Is What You Make It," Saturday morning series on home economics, presented under the supervision of Jane Tiffany Wagner, newly-appointed NBC director of home economics. Designed to touch on all phases of home life, program has Don Goddard, WEA and NBC news commentator, as narrator.

## News Period for School Use Clicks in Spokane

SPOKANE, WASH.—"Hottest thing I've hit in 20 years of teaching!"

That's the way Joseph N. Tewinkel, director of audio-visual education for the Spokane Public Schools, describes the latest public service feature to be spotted on the KHQ schedule.

The program, titled "World News for the School Room," consists of 10 minutes of straight world news, adapted from the Press Association radio wire, by David Grew, associate news editor of KHQ.

It is not the usual run of PA wire news—despite the recognized readability of that material. Grew's job is to run the hot news of the day through the sifter of his experience as a teacher, editor, and radio newsman, to derive a product which is more appropriate for the student mind, in the intermediate and high school grades.

This requires special selection of news items, and almost complete rewriting—not to write down to the student, but rather to eliminate such phraseology and reference to details which makes the regular news less clear and understandable to the young mind.

The selection of news items is made, as far as possible, with concern for their educational, ethical and citizenship value, as



**YOUNG NEWS CASTER**—Ten minutes of world news, processed from the Press Association radio wire for school students in Spokane and the "Inland Empire," opens the school day for more than 100,000 students in the KHQ listening area. The daily report is prepared by David Grew, associate news editor of KHQ, and is aired each morning by the editor's son, Raymond Grew, 14-year-old high school student.

well as their all-around juvenile appeal.

That's Grew's job, and the schools devote 10 minutes of every class day to the school newscaster.

The 10 minutes of world news is followed by five minutes devoted to school news, administrative messages, reports on student activities, and special messages on the work of the Spokane Rangers, the group of 20,000 school students which has made such an inspiring record in all lines of salvage work, War Bond purchases, and special activities connected with the civilian war effort.

## NBC-ITES RETURN TO JOBS AFTER SERVING IN UNCLE SAM'S ARMED FORCES



Left photo: George Rogers (right), NBC air-conditioning engineer and the first NBC Chicago serviceman to be honorably discharged and return to his old job, gets an official welcome—and his overalls—from Harry C. Kopf, NBC Central division vice-president. Rogers was given military leave on November 4, 1943, and at the time of his discharge was serving with the Seabees at Camp Peary, Williamsburg, West Virginia. Right photo: WTAM's first man to enter the armed forces three and a half years ago, is also the first staff member to return to civilian life and his old job. Here is WTAM Manager Vernon H. Pribble returning his old locker key to Engineer Cecil Bidlack, who served as a captain in the Army Signal Corps and who spent the past year in India.



# \* *trail blazings*

The National Broadcasting Company was formed in 1926. It was the *nation's first radio network*. Today it is America's number one network in programming, in facilities and in its service to the American people.

Indicative of the reasons "why", are the following excerpts from the NBC log. Common-place today, these broadcasts were startling innovations in the radio broadcasting picture when they appeared *first on NBC* —

*\*The broadcast on January 1, 1927 of the historic Annual Tournament of Roses Football Game at Pasadena . . .*

**FIRST** broadcast to the Eastern Seaboard of an event originating on the Pacific Coast.

*\*The broadcast of one act of "Faust" from the stage of the Chicago Civic Auditorium on January 21, 1927 . . .*

**FIRST** Opera transmission on any network.

*\*The symphony concert short-waved to America from Queen's Hall in England, February 1, 1929 . . .*

**FIRST** scheduled international program.

*\*The Christmas broadcast from America to Holland and England, December 25, 1929 . . .*

**FIRST** short-wave program beamed abroad.

*\*The December 25, 1931 broadcast of "Hansel and Gretel" direct from New York's Metropolitan Opera House . . .*

**FIRST** of a regular series of Grand Operas broadcast in their entirety.

*\*The establishment of the NBC Symphony Orchestra November 13, 1937 with Arturo Toscanini as conductor . . .*

**FIRST** full Symphony Orchestra to be devoted exclusively to broadcasting.

*\*The telecast by NBC television station WNBT of the opening day ceremonies direct from the World's Fair Grounds, April 30, 1939 . . .*

**FIRST** public television broadcast in the United States which inaugurated the first regular high-definition television service in America.

These milestones are significant of NBC's consistent pace-setting record in the broadcasting industry. They are examples of a pioneering spirit worthy of NBC's pioneering parent company—Radio Corporation of America—leader for a quarter century in every phase of radio and electronic research and development.

## National Broadcasting Company

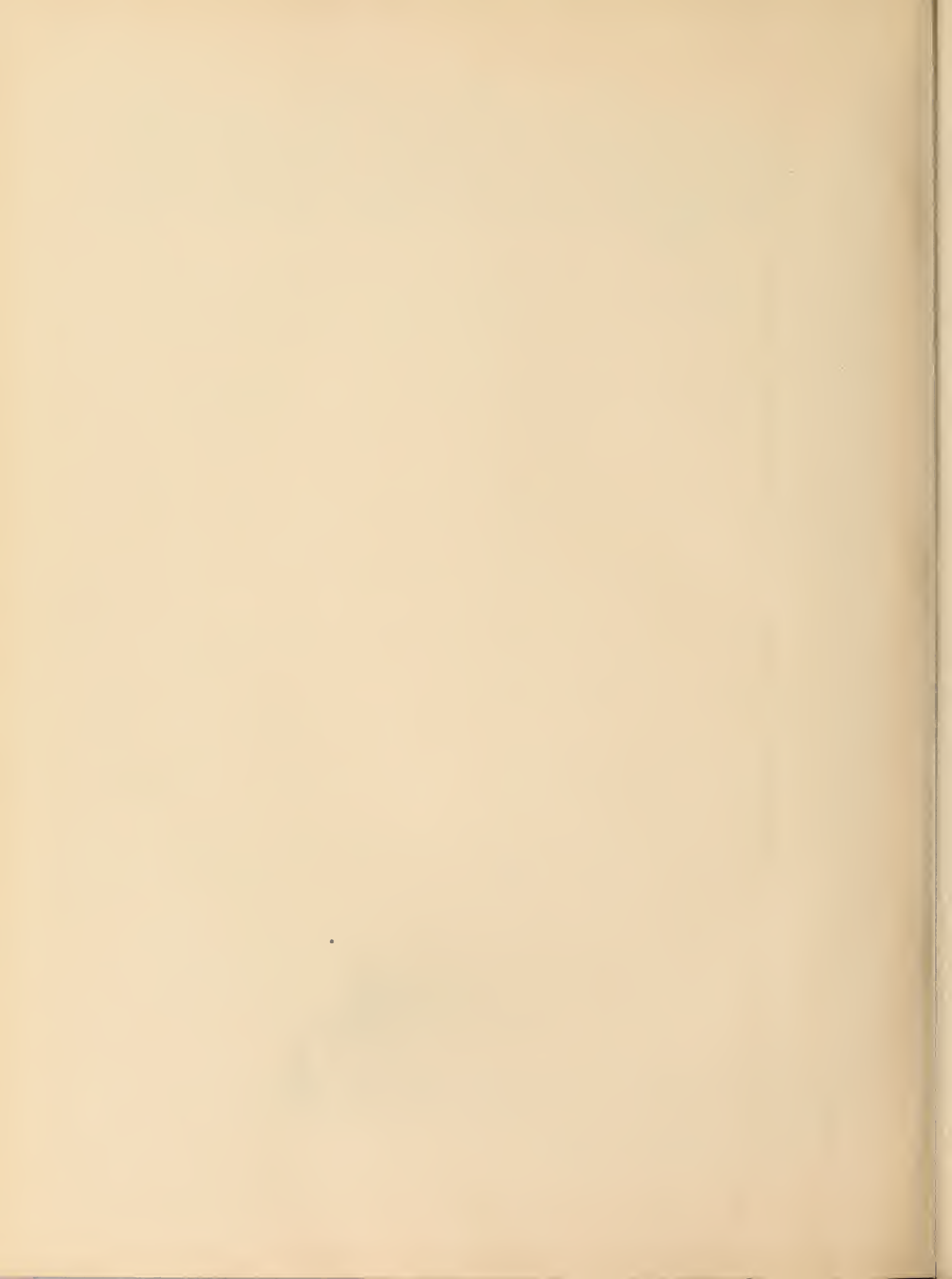
America's No. 1 Network



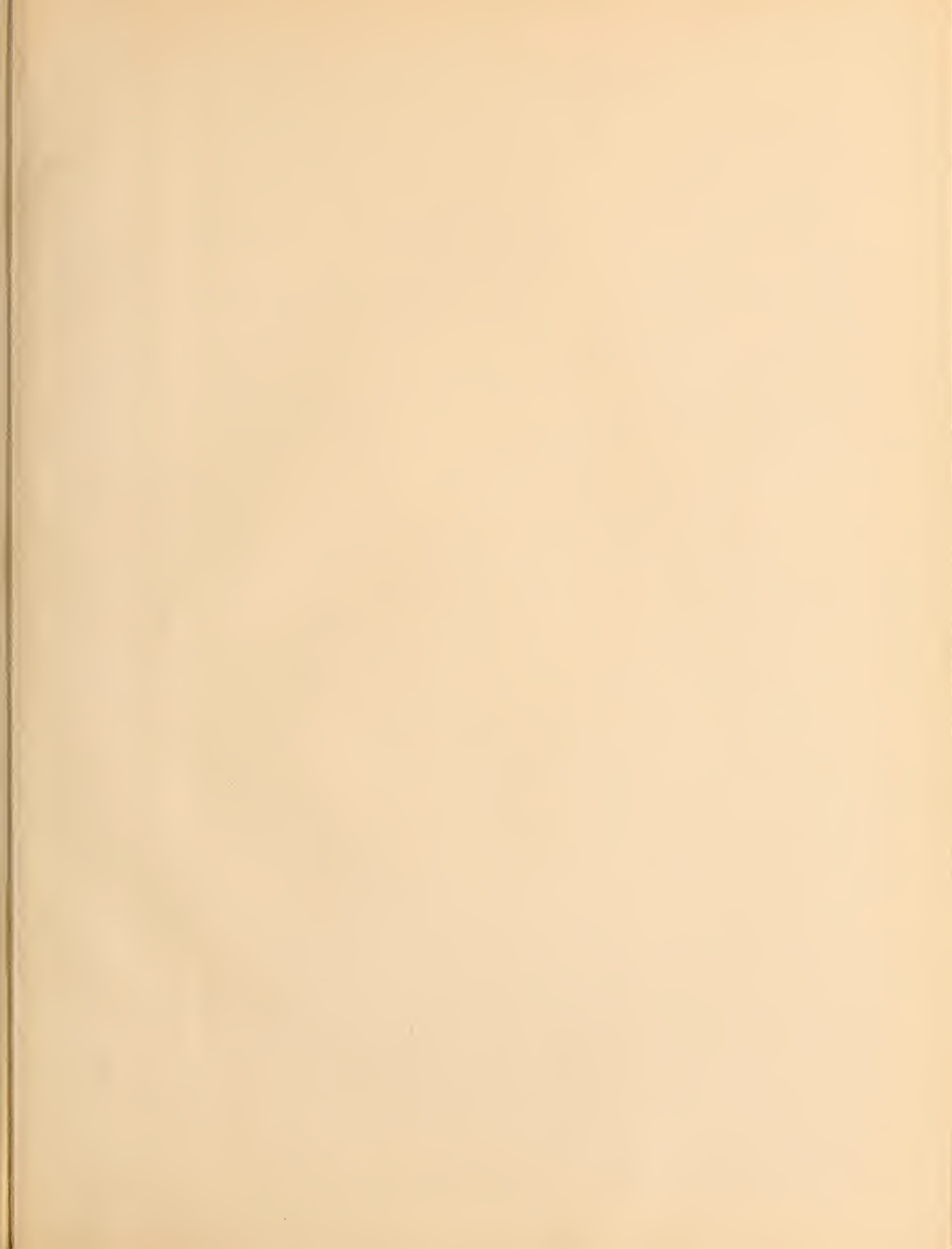
A Service of Radio Corporation of America















NBC Transmitter

Vol. 8-10, 1942-44

v. 8-10  
1942-44

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